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Advertising Age

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$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *January 31, 1983*

ABC expands prime time ad slots

By DIANE MERMIGAS

ABC-TV will make an additional two minutes of network and one minute of local advertising available in prime time each week, beginning in April. It is the second phase of a commercial-time expansion launched by all three networks last fall.

Industry sources expect ABC's addition of four 30-second network spots weekly, which will come out of airtime normally devoted to network promotions and other nonprogramming material, to yield an estimated $15 million annually.

A high-level CBS official, who learned of ABC's phase two plans from an Advertising Age inquiry, said the top-ranked network probably would follow suit, "because it couldn't afford not to match the competition." An NBC official said it would not be known for at least a month whether the third-place network would follow suit. NBC is reluctant to give up promotional time it needs to build its ratings.

The three networks last fall freed up seven 30-second network spots and two 30-second local spots weekly in prime time, which could render an estimated $25 million to $30 million in annual ad revenues for each, representing 2% to 3% of the networks' total ad take. Although an average prime time network spot is worth about $90,000, the revenue estimates are figured on a $70,000 per-spot basis to allow for the fluctuating price of prime time throughout the year.

ABC officials refused to elaborate on the second-phase expansion, saying they wanted first to discuss the matter with affiliated stations during ongoing regional meetings, which continue through this week.

Prime time commercial expansion has been a sensitive issue with many affiliates, who believe additional network ad sales take away dollars from spot buys. As a result of initial opposition, ABC, which led the other two networks in the initial commercial time expansion last fall, backed away from an original proposal to add seven minutes of additional weekly prime time ad time (one minute per night) and to give affiliates an additional four 30-second commercial breaks per week.

Instead, ABC adopted a three-phase plan which eventually may total up to more additional ad time than originally proposed. According to industry sources, ABC's announced second-phase expansion exceeds its original projected second-phase plan for three 30-second network spots and one 30-

(Continued on Page 50)

Retirement tests faith of Bjorn-again

By ROBERT RAISSMAN

On Jan. 11, Bob Kain, business agent to Bjorn Borg, placed a call to John Stahler, president of Donnay USA, marketer of the tennis racquet Mr. Borg had used during his 10-year trip to the top of professional tennis.

Mr. Kain, who knew in early November that he would have to undertake this task, delivered a message that was short and painful. Mr. Borg, at the age of 26, would announce his retirement in early February. Mr. Kain also

(Continued on Page 54)

Had copywriters at Durfee & Solow, the agency that created this upcoming ad for Diadora, eliminated the final three words of the headline they would have tipped Mr. Borg's decision.

Avon comes back in force, plans doubled ad budget

By PAT SLOAN

New York—Avon Products is trying to get its key Avon division, with its army of door-to-door sales representatives, back on track. To do so, the company plans to more than double the unit's media advertising expenditures and reinforce a field operations' program that was put in place last year.

The division's high profile in coming months will be in stark contrast to the past year and a half, when marketing funds, if not nonexistent, were not dispensed freely by the $2.6 billion company.

In 1982, about $7 million was spent on media advertising, according to James E. Preston, president of the Avon division and Avon Products' exec vp. This year, more than twice that amount will be spent for both print and tv institutional and product advertising, through Ogilvy & Mather.

Another $6 million or so will be given over for a recruitment campaign from N W Ayer, aimed at finding capable sales representatives for the 150,000 openings available, according to Avon.

All this activity comes when Wall Street has been noting the strong growth of competitor Mary Kay Cosmetics, which last month began its own tv campaign

(Continued on Page 51)

'Avon Products' 1983 push will include not only increased institutional and product advertising, but a new recruitment campaign using ads like this N W Ayer-created page.

last minute news

Atari moves $60 million in media buying to Y&R

Sunnyvale, Cal.—Atari has consolidated media buying responsibilities at Young & Rubicam, New York, which adds an estimated $60 million worth of media buys formerly handled by Doyle Dane Bernbach. DDB continues to handle creative on Atari home videogames, with Y&R doing creative for computers, arcade games and corporate advertising.

Cowles resigns posts at 'Minn. Star & Tribune'

Minneapolis—John Cowles Jr. has resigned as president of Cowles Media Co. and publisher of the *Minneapolis Star & Tribune*. Some board members have become disenchanted with his turnaround efforts. He is being replaced as president by his cousin, Dave Kruidenier, also chairman of the Des Moines Register & Tribune Co. Roger Parkinson has moved from deputy publisher to publisher of the *Star & Tribune*.

Colgate gel launch in U.K. to top $20 million

London—Colgate-Palmolive is preparing the biggest toothpaste launch in British history—$20.4 million—for Colgate Blue Minty gel. Launch in-

(Continued on Page 8)

NEWSPAPER

AA
DC2001+CONGLI
CONGRESSIONAL INFO SERVICE M
501 ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Dailies catch more flak

By STUART EMMRICH

Las Vegas—Bled by the gaming tables and slot machines by night and berated by their advertisers by day, some of the approximately 800 people who attended last week's meeting of the International Newspaper Advertising & Marketing Executives might have left Las Vegas wondering why they had ever strayed from home.

Coming or going, they just couldn't win.

To be sure, there was some good news at the annual conference: The Newspaper Advertising Bureau predicted that ad spending in newspapers would increase 10% to $20.1 billion this year, led by dollar gains of 12% in national advertising, 10% in retail advertising and—finally—10% in classified advertising. Attendees also got a look at how newspapers around the country are effectively working with local retailers to promote their businesses, how they are successfully tapping co-op dollars and how they are making progress in the use of standardized national advertising.

But the message these execs got from advertisers on the program was similar to that delivered at last year's meeting—newspapers still aren't doing enough to satisfy the needs of their important customers.

Sonja Larson, vp-advertising of Target Stores, Minneapolis, started the dressing down by giving what she called an "I love you, but will you stop doing some things that bug me" talk. Target will place advertising in 100 papers this year, so Ms. Larson knew she had an attentive audience when she told the crowd that Target's biggest gripe was the paucity of standardized and understandable invoices used by newspapers.

"Try paying one of your own

(Continued on Page 51)

Suspect fraud in FCB unit

By GAY JERVEY

Foote, Cone & Belding has begun an investigation into financial irregularities—"acts of fraudulence" as an FCB spokesperson put it—at Aitkin-Kynett, its Philadelphia-based subsidiary.

The inquiry by publicly held FCB revolves around a longtime Aitkin-Kynett financial executive who has been terminated.

Neither FCB nor Aitkin-Kynett would reveal the individual's identity. The FCB spokesperson stressed that charges have not yet been filed, nor has anyone been accused.

Aitkin-Kynett president John Newhall said the amount of money involved has not been determined and that client funds do not appear to be involved.

He added, "This appears to be an individual act. And there is no suggestion that clients will be in any way impacted."

Both Mr. Newhall and FCB also stressed that any losses to the agency would be minimal—$10,000 at the most—since the agency carries bonding insurance for such situations.

The bonding company would be liable for any amount over the $10,000 deductible.

FCB recently agreed to purchase another Philadelphia agency, Lewis & Gilman, to eventually be merged with Aitkin-Kynett (AA, Jan. 24).

Mr. Newhall, in noting that the investigation is still in progress, said he is satisfied that there does not appear to be any client money involved and that insurance will cover losses, so that this "unhappy situation" will not impact on the agency's results.#

BEFORE THE
Federal Communications Commission
WASHINGTON, D.C. 20554

IN THE MATTER OF)
)
Amendment of 47 CFR) dC Docket No. 82-345
§73.658(j); the Syndication)
and Financial Interest Rule)

TO: THE COMMISSION

COMMENTS OF METROMEDIA, INC.

Competing for attention in a stack of FCC filings more than 3 ft. high, Metromedia used this cartoon to illustrate its opposition to network syndication.

Gov't units take sides in net syndication fight

By RICHARD L. GORDON

WASHINGTON—Reagan administration deregulators lined up with the tv networks and against advertisers, independent tv stations and Hollywood last week as the heat builds on the Federal Communications Commission to permit the nets to reenter domestic program syndication and co-production.

Network lobbyists, sifting through dozens of filings for and against FCC's financial interest and syndication rules, could count the Commerce and Justice Departments in their corner. But antinetwork groups scored a lobbying coup of their own when appeals to senior presidential aides reportedly led to a decision to pull back yet another endorsement of the network position, this one from the White House Office of Management & Budget.

That indication of direct White House interest in the tv programing dispute—plus the Justice Department's suggestion that totally "unrestricted" network involvement in syndication may be undesirable—adds another dimension to what one FCC insider says is the hottest battle over tv policy since lobbyists swarmed over Washington 10 years ago fighting for and against restrictions on cable tv.

"There's a whole lot of dough wrapped up in this," he said of the $800 million-plus U.S. program syndication market. "People will go all out."

More publicly, the antinetwork Committee for Prudent Deregulation at a press conference here warned that network reentry into U.S. syndication and co-production would be "an unmitigated disaster for

(Continued on Page 54)

Bronco II utility vehicle also makes debut

Ford high on its restyled T-Bird

By RALPH GRAY

DETROIT—Ford division will spin marketing tales of the beauty and the beast this spring.

The beauty is the newly styled Thunderbird midsize specialty coupe, the first of Ford's new-look, aerodynamically styled cars. The beast is the Bronco II, a compact sports utility vehicle positioned against Chevrolet's S-10 Blazer.

Ford is hoping the T-Bird will revive the midspecialty market, which has plunged almost three points in market share from a year ago, to 7.2%. It goes against an aging array of General Motors specialties like Chevrolet Monte Carlo. The specialty cars have suffered from the various gas crunches and dated styling in a segment where styling counts heavily.

The latest T-Bird comes as a Turbo Coupe with a turbocharged, four-cylinder engine and enhanced performance and handling mechanicals. Division general manager Louis E. Lataif expects the turbo to "expand the traditional limits of the middle-specialty segment."

Certainly Thunderbird has done its bit over the years to expand things. Starting as a two-seater in the 1950s, the T-Bird went to four seats, grew larger with a droop nose, became a four-door, dropped back to an intermediate coupe almost indistinguishable from other Fords and, in 1982, rocked along as a kind of super Fairmont.

"We have done everything we could to abuse this car, but have been unable to destroy the name. We've moved the car around, but it's remained pretty popular and a very good name," said Douglas McClure, Ford ad manager.

■ Ad lines for the new T-Bird were moved around some, too. Last fall the idea was, "If we didn't dare make it different, we wouldn't have dared called it Thunderbird." That's been changed to, "Before we made it beautiful, we made it right." Those words are superimposed on profile, three-quarter and overhead shots of the car in a voiceless tv spot that broke on the Super Bowl telecast Jan. 30. Ford and J. Walter Thompson USA, Dearborn, Mich., find their tongues in other commercials being prepared.

The first ads emphasizing performance are for the regular V-6 T-Bird. The Turbo Coupe campaign comes in about six weeks, and will use phrases like "a worthy American touring car." Ads will use "long, long" technical copy, Mr. McClure said. Regular T-Bird

(Continued on Page 51)

highlights

Monday, January 31, 1983

As the new Congress returned to work last week, one that may be tougher on the business community, ad industry officials geared up for another campaign to curtail the Federal Trade Commission's ad regulation authority. *See Page 6.*

Bristol-Myers believes its new tamper-resistant packaging for analgesic capsules, the pull-top canister, will prove to be easy opening for arthritis sufferers. *See Page 10.*

The federal government's decision to monitor inspections of General Electric engines on the new American Airlines Boeing 767 jetliners played a role in the airline's decision to pull introductory ads for its "business class" service in several major markets. *See Page 10.*

Less than a year after the introduction of its premium-price Finesse hair conditioner, Helene Curtis in March will begin its expected launch of Finesse shampoo—a companion product in regular and extra-body formulas. *See Page 12.*

Down once again in 1982, the distilled spirits industry experienced drops in nearly all major product areas, with the exception of U.S.-bottled Canadian and some specialty items such as brandies, liqueurs and cordials. *See Page 38.*

Nude Beer, in the bottle with the bare-breasted woman on the label, is continuing to cause havoc, in the California courts and among angered officials in New Jersey, where the beer is brewed. *See Page 38.*

As New York looks forward to its 15th birthday, the magazine is enjoying record-breaking success and management is confident the days of turmoil and uncertainty are over. *See Page 40.*

Pressure groups in Norway are demanding that cigaret-type warning labels be put on all bottles of Coca-Cola, and Pepsi-Cola is under siege over a new ad campaign. *See Page 44.*

"Account planning," a concept that swept the agency business in Europe, particularly in the U.K., in the 1970s, is getting a U.S. tryout. *See Page 45.*

Richardson-Vicks sales and earnings were hurt by the mild colds/flu season, and the results may slow new-product introductions by the company. *See Page 51.*

The Southern California debut of *USA Today* was heralded by a red-carpet celebration featuring bands and celebrities, but some of the local press did not rush to embrace the potential competitor. *See Page 53.*

CORPORATE CLOSEUP

By keeping distinctive design and styling cues and doing a consistent, "intellectual" job on advertising, BMW of North America has made its special brand of snob appeal pay. *See Page 4.*

VIDEOTECH

Several major public tv stations are studying partial over-the-air subscription pay tv conversion as one of the few viable options left for securing assured income and a future. *See Page 30.*

UTV Cable Network, which originally was to have debuted Jan. 10, expects to announce a new financial partner in the next few weeks and proceed with a February launch. *See Page 31.*

MAGAZINE

Ad and agency executives, in answer to our most current Sounding Board survey about their outlook for 1983, are expecting a "yes. . .but" kind of year. *See Page M-4.*

Tobacco Marketing: Marketers of the Golden Leaf are reaping a new crop of woes as they battle for shares of a slowly diminishing market. *See Page M-9.*

The abundant cable menu can either be a tv gourmet's delight or drive one to go on a tube-less diet. *See Page M-24.*

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Vol. 54, No. 5—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Oakland's daily hunts for savior

OAKLAND—Will the Oakland *Tribune* find a new owner or will it be the next big-city daily to go out of business?

That's the question Bay Area media watchers are asking, as editor and publisher Robert Maynard continues with what to date has been his unsuccessful efforts to find a group of local investors willing to band together to purchase the financially ailing newspaper from its current owner, Gannett. Repeated attempts to reach Mr. Maynard for comment were unsuccessful.

Rochester, N.Y.-based Gannett must unload the 108-year-old daily before it assumes the license of KRON-TV, San Francisco, because of restrictions on media cross-ownership (AA, Oct. 4).

Gannett chief financial officer Douglas McCorkindale admitted he senses Mr. Maynard is having problems putting the investor group together. "We are hoping Mr. Maynard will be able to buy it," he said, "but, if it appears he can't, we have others to talk to."

Who those others are, Mr. McCorkindale refuses to say, and others suggest that, at present, there are no serious bids for the paper, estimated to be losing $5

(Continued on Page 54)

G. Giant leans toward lighter frozen foods

By JANET NEIMAN

Pillsbury Co.'s Green Giant is moving toward a lighter-foods positioning for its important frozen entree line, a move aimed at not only improving a lackluster line but slowing the market share surge of Stouffer Foods' low-calorie Lean Cuisine line. The action eventually will put the Minneapolis marketer in new product segments.

Already Green Giant has deemphasized "old, heavy traditional products" by eliminating several items and expanding its twin-pouch and lasagna lines. In addition, new products in development will be carefully monitored for calorie and sodium content.

Unlike Stouffer, Pillsbury will use its existing product line to develop the "light foods" positioning, and "will not go directly against the caloric claim" in its advertising, according to George McCarthy, vp and business manager for frozen entrees. Mr. McCarthy would not comment on plans for the line beyond midyear, when the company will break a revamped advertising campaign that "expands" its current campaign.

Green Giant frozen entrees now rank seventh in the $1.5 billion frozen entree market—the same place they held last year—behind Stouffer, Banquet, Swanson, Weight Watchers, Tyson and Weaver (the latter two mainly frozen chicken marketers), and have shown only a slight decline from last year's 4.3% share. But the line's stagnation has come at the same time Stouffer has increased its dollar market share 36%, and the category as a whole has grown 25%.

"We're not trying to make Green Giant something it isn't," Mr. McCarthy said, but "within our regular line, we have the wherewithal to compete with low-calorie products." The company sees itself, he said, as a purveyor of

(Continued on Page 54)

Getting a coroner on the endorsement market

NBC's Quincy, a.k.a. Jack Klugman, is simultaneously pitching personal copiers for the Japanese and nonaspirin St. Joseph's for adults. As spokesman for Canon U.S.A.'s PC-20 and PC-10, Mr. Klugman is appearing in a $15 million print and tv campaign via Y&R/Dentsu. For St. Joseph's, he is acting very Quincy-like in new tv commercials that are part of the $20 million Schering-Plough push into the adult pain reliever fray (AA, Nov. 29), via Warwick Advertising. The busy Mr. Klugman is also appearing in new spots for Gagliardi Bros.' Steak-Umm sandwich steaks. *(See photo, Page 22.)*

world news roundup

DUESSELDORF—BBDO/Telecom is the name of a new fully owned subsidiary of Team/BBDO here, founded for "the exploitation of new communications media." In a similar move, Troost Campbell-Ewald, also in Duesseldorf, announced last week that it had split its operation into three divisions, one of which is called New Media (the others are Marketing Communications and Social and Institutional Communications).

LONDON—Beecham Inc. has paid $70 million for Schering-Plough's do-it-yourself products subsidiary Dap, following its purchase four months ago of the J.B. Williams Co. consumer products group. The two acquisitions bring Beecham's annual sales in the U.S. to $500 million.

PARIS—Gaumont Pictures, the No. 1 French film group that also owns *Le Point*, has bought a 10% share in the leading French agency, Publicis. Their first joint venture will be a chain of video stores.

FRANKFURT—Kentucky Fried Chicken is trying for a German comeback and will enter the Cologne market in February. The Heublein-owned operation had dwindled to a few franchise outlets near U.S. military bases. Agency is Young & Rubicam.

NEW YORK—Grey Advertising chairman Ed Meyer expects by year's end to have a new affiliation in Malaysia, Taiwan or the Philippines. Meanwhile, billings in Grey's London office were boosted to more than $64 million last week, with the acquisition of Canadian word processor company AES ($2.1-million) and Intercontinental Hotels ($1.2 million).

Industry looking to raise $40 million

Major nuclear blitz on line

WASHINGTON—The Committee for Energy Awareness, organized by the nuclear power industry, is trying to raise $40 million for a mid-1983 media blitz to reshape public opinion about radiation and radioactive waste.

Meanwhile, it's preparing an agency review and is testing tv and radio spots via a Los Angeles issue advertising specialist, Winner/Wagner & Associates.

While Winner/Wagner is first in the door, and has connections to the nuclear industry dating to 1976, a committee official said dozens of other agencies have been contacted, and several are expected to be invited to make presentations. The agencies were not identified.

Campaign strategy being presented to potential funders calls for the purchase of about $25 million in tv, radio and print advertising, and about $15 million is earmarked for expanded media relations, "coalition building," research papers, and opinion research, according to Patrick Wheeler, projects manager for the committee. He declined comment on how much of the budget already has been raised.

The test campaign, which has aired over the past several months, involved two different approaches. One set of commercials features a medical doctor employed by the Electric Power Research Institute talking about nuclear safety programs, Mr. Wheeler said. The other set details the need for nuclear energy's role in assuring a thriving America. All the commercials carry the theme line, "To set the record straight."

The tests involved large media buys, usually as much as 650 rating points a week. Grand Rapids, Mich., was chosen for its "typical town" demographic profile.

In Chicago, Phoenix and Spartanburg/Greenville, S.C., on the other hand, nuclear energy is especially controversial. Chicago's Commonwealth Edison is the largest user of nuclear power plants in the country; Phoenix's Palo Verde nuclear power plant is scheduled to come on line next year and the federal government has been testing nuclear waste disposal in Arizona, and Spartanburg/Greenville has nuclear power plants, a nuclear waste facility and a reprocessing plant nearby.

Final selection of an agency to handle this year's campaign tentatively is slated for April, Mr. Wheeler said. Winner/Wagner & Associates, originally a political campaign management company, first came to the nuclear industry's attention when it helped turn back a 1976 California state referendum against nuclear power plants.

Can coal be sold like soap? See Page 54.

The Committee for Energy Awareness was formed in June, 1979, to spread the nuclear power industry's response to the Three Mile Island disaster, and many members also belong to the Edison Electric Institute or Atomic Industrial Forum, industry groups representing investor-owned electric companies or companies that design, build and equip nuclear plants. Both have conducted their nuclear ad efforts.

While the committee is secretive about who its 68 corporate members are, it announced that Harold B. Finger, former head of General Electric's power systems division, recently was named president by a managing board consisting of executives of Bechtel Power Group, Westinghouse, Rocky Mountain Energy Co. (the uranium mining subsidiary of Union Pacific), Aluminum Corp. of America (Alcoa), Commonwealth Edison, Pacific Gas & Electric, Houston Lighting & Power, Middle South Utilities, Georgia Power Co., Texas Utilities Co., Carolina Power & Light, Consumers Power Co., Arizona Public Service Co. and the Salt River Project (a Phoenix utility).#

Home electronics zoom to new highs in ad awareness

By JOSEPH M. WINSKI

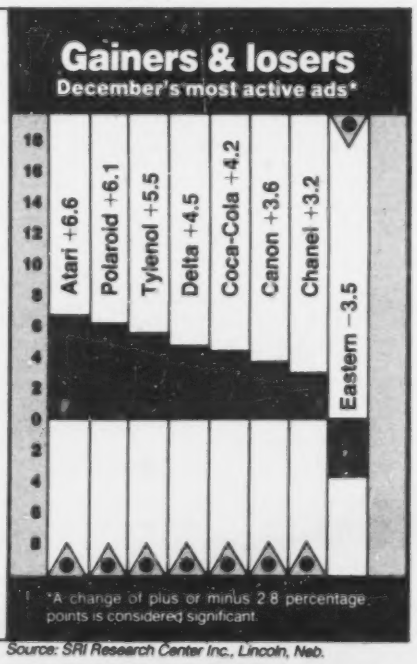
adWatch

With its heavy pre-Christmas advertising, Atari was December's biggest gainer in ad awareness. Whether or not that translated to retail sales for the Warner Communications videogame/home computer subsidiary is another matter, but its awareness in the home electronics category jumped 6.6 points to 26.2% in the monthly adWatch survey. That is its best score to date; Atari has led the category every month.

Atari also leaped to No. 2, behind Coca-Cola, in top-of-mind awareness of all advertising (not limited to a particular category). Atari had not made the top 10 in over-all awareness previously.

Apple Computer made its first appearance in the home electronics category's top three, finishing second with 4.2%

(Continued on Page 52)



Source: SRI Research Center Inc., Lincoln, Neb.

Can Grey shake Church's awake?

By TOM BAYER

Ad agencies come and ad agencies go, but for Church's Fried Chicken, the nation's second-largest fried chicken fast-food chain, the coming and going of agencies has become a way of life.

With the San Antonio-based chain's latest such selection, Grey Advertising's Los Angeles office became the sixth agency in 10 years to try to tackle the Church's challenge. So far, no agency has succeeded in shaking solid marketing sense into Church's noggin.

The more than 1,330-unit chain has managed to develop an enviable financial reputation and has attracted many an analyst's buy recommendation. Until fiscal year 1982, Church's recorded 14 straight years of earnings gains for a compound 10-year growth rate of 29%.

But Church's reputation as a marketer has worsened steadily as one agency after another has been dismissed for failing to achieve the return on investment demanded. Church's hadn't been a believer in national advertising before Kentucky Fried Chicken came along with its big-bucks campaigns 10 years ago. And some agency executives feel that Church's still doesn't believe in advertising, though it announced a $7 million budget in 1982 (which it did not spend) and a $9 million budget for 1983.

Says Reginald Lynch, Church's national marketing director, "We do a good job financially. We do a good job on operations. The miss-

(Continued on Page 49)

advertiser people

Ward adds muscle to Musselman's

BIGLERVILLE, PA.—Kenneth Ward has moved to the new post of vp-sales and marketing, Musselman's Fruit Product Enterprises, from the similar post, vp-marketing and sales, at Duffy-Mott Co. The executive, who earlier worked for Tree Top, Hunt-Wesson and Needham, Harper & Steers, will help speed the expansion of a variety of Musselman's apple-based products. Duffy-Mott recently was acquired by Cadbury-Schweppes, and R. Davis Bullard was named vp-marketing and Robert C. Zapletal was named vp-sales.

Other people moving:

Richard Falck to exec vp-merchandise systems and distribution, K mart Corp., Troy, Mich., a new post, from exec vp-merchandising. **Norman Milley** succeeds him as exec vp-merchandising from vp-sales. **Frederick Stevens** becomes senior vp-sales, taking over Mr. Milley's previous duties from vp-corporate facilities.

Frank Brenner to corporate vp-marketing services, Hart Schaffner & Marx, Chicago, from vp-advertising and marketing for the company's retail stores group. No successor named for Mr. Brenner's previous position.

Margaretha Bystrom to the new post of advertising manager, CBS/Fox Video, New York, from ad manager, Fuji Photo Film U.S.A.'s magnetic tape division.

Mary Scranton-Grabarz to ad manager, a new post, Cotton Inc., New York, from account exec.

Iris Zurawin to vp-marketing, Sherwood Productions, Culver City, Cal., from vp, A.B. Productions, Los Angeles.

Paul J. Bodkin to new post of vp-marketing, Brotherston Health Care Services, part of Alco Standard, Valley Forge, Pa., from vp-home healthcare, Foster Medical Corp.

Julian M. Parreno to new post of promotion, training and advertising manager, Dow Pharmaceuticals Latin America, Coral Gables, Fla., from advertising and promotion manager.

Dennis Groth, exec vp, Atari, Sunnyvale, Cal., to acting consumer electronics group president, until a permanent successor can be found for the post vacated by the departure of Perry Odak in December. Mr. Groth continues as exec vp.

Mark Berezin to vp-marketing, Bugs Burger Bug Killers, Miami, a new post, from director-marketing, where there is as yet no successor.

James D. Skinner to vp-sales and marketing from director-sales and marketing, Becton Dickinson's Clay Adams division, Parsippany, N.J. Assuming his marketing duties as director-marketing is **Mark Kaufman**, former group product manager.

George Kilpatrick to vp-director of marketing, Ponderosa Inc., Dayton, O., from vp-marketing, Beech-Nut Nutrition Corp., Fort Washington, Pa.

Stanley Harfenist to exec vp-chief executive officer, Sega Consumer Productions, Los Angeles, a new post at the Gulf & Western videogame subsidiary, from exec vp, Knickerbocker Toy Co., Plainfield, N. J.

E. Floyd Kvamme to exec vp-marketing and sales, a new post, Apple Computer, Cupertino, Cal., from president, National Advanced Systems, a National Semiconductor subsidiary. Handling his responsibilities previously was **A.C. Markkula Jr.**, who continues as president of Apple.

Andrew E. Philip to president, Shiseido Cosmetics (America) Ltd., New York, from exec vp, succeeding **Takanori Takeuchi**, now general manager-international operations, Shiseido Co. Ltd. in Japan.

Jonathan Davis to product manager, Ogilvie Hair Care Products, New York, from assistant marketing manager, Revlon, succeeding **Claire Wienslaw**, who left.

Wendy S. Albano to advertising/communications coordinator, Celotex Corp., Tampa, succeeding **Peter Peterson**, who left.

Don Shaw to advertising director, a new post at SeaCrest Marketing, the in-house agency for Sea Galley Stores, Mountlake Terrace, Wash. He was senior account executive at Murray/Bradley, Seattle.

Florence Wolf to vp-marketing, a new post, Penthouse Products, New York, from chief executive officer, U.S. Pencil division, Cadence Industries.#

Home electronics at new awareness highs

(Continued from Page 3)

of the responses. Mattel's Intellivision (3.5% of December responses) and Tandy Corp.'s Radio Shack (2.9%) also seemed to be heavy December advertisers, but both showed insignificant awareness gains for the month and actually dropped in the rankings, Radio Shack to No. 4 from No. 3 and Intellivision to No. 3 from No. 2.

Polaroid—another gift item—continued its surge, begun in October, with a significant 6.1 point awareness gain in December, to 16.6%—its best score yet. Kodak remained No. 1 in cameras, with 25%, up from 23.9% in November. No. 3 Canon posted a significant 3.6 point rise to 11.3%.

The adWatch survey also showed that consumer awareness of Tylenol advertising appears to be stronger than ever. Among consumers questioned in December, 31.2% said Tylenol advertising was the first that came to mind of all medicine and drug advertising. That was Tylenol's best adWatch score yet and a statistically significant increase of 5.5 percentage points from November's 25.7%.

AdWatch, a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb., has been measuring ad awareness monthly since last April. AdWatch telephone interviewers ask a national sample of consumers—1,252 in December—to name the first advertising that comes to mind of all they have seen or heard in the previous 30 days in each of 20 product categories. The December survey was conducted from Dec. 1 through Dec. 20.

Tylenol has led in the medicine and drugs category in every month, but its 5.3-to-1 December margin over runner-up Anacin, whose advertising was named by 5.8% of the respondents, was its widest yet. Tylenol's December awareness seemed to be helped substantially by a massive newspaper coupon offer launched on Nov. 21 by Johnson & Johnson. Of the respondents in December who said Tylenol advertising first came to mind, 23% identified newspapers as the source of the ad, compared to 13% in November.

In the closely watched fast-food category, McDonald's in December continued to regain some of the ground lost to Burger King and the controversial comparative ads it broke in September. McDonald's ads were mentioned as those first coming to mind by 38.5% of the respondents last month, up from 36.5% in December and double the 19.3% who named Burger King (versus 20.5% in November).

There were some newcomers to the top three in several other categories as well. In airlines, Delta—presumably by beginning to promote its routes to sunny vacation spots—broke the Eastern/United/-American hold on the group. It finished third with a score of 10.4%—up a significant 3.5 points. American fell out of the top three for the first time. Eastern suffered a 3.5 point drop in awareness to 11.6% and fell from No. 1 to No. 2. United regained the top spot with 12.2% of mentions.

In beer, Michelob became the first beer other than Miller, Budweiser and Coors to make the top three. Michelob tied for No. 3 with Coors, with 5.6% of the category's responses. Michelob broke a new tv campaign featuring dramatic music, closeups of the beer being poured and just the words, "Some things speak for themselves."

Miller remained No. 1 in the category, but halted its three-month string of progressively wider margins over No. 2 Budweiser. Bud narrowed the gap to 2.7 points with a score of 13%, up from 11.8% in November, while Miller was receiving 15.7% of the responses, down from 18.4% in November.

Chanel's provocative "share the fantasy" tv spots apparently captured the fantasy of a lot of consumers in December: Chanel advertising shot from unranked among the top five to No. 1 in cosmetics and fragrances, with 5.3% of the category responses, up 3.2 points and more than double November's score of 2.1%.

Coca-Cola regained the top spot in soft drinks for the first time since August with 26% of the responses, up 4.2 points, while Pepsi-Cola fell to No. 2 with 24.9%, down from 25.8%. 7UP was No. 3, but received 9.1% of the responses, up from 6.4% and its best score yet.#

For additional adWatch information or data, contact Gary Gabelhouse, SRI Research Center Inc., 301 South 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Becker moving full steam ahead at Bates

By FRED DANZIG

NEW YORK—To Adam, his 10-year-old son, Mike Becker's new job means he has an office on the 27th floor of a building, 1515 Broadway, that gives him a full-time view of the aircraft carrier Intrepid at anchor at a North River pier.

To the 42-year-old Mike Becker, newly installed creative leader at Ted Bates Advertising after a 15-year career at Young & Rubicam, that dramatic view is only one part of a career move that has him floating on an emotional high. As he tells it, he's not on the 27th floor; he's on cloud nine and "my feet haven't touched the carpet yet."

Besides the euphoria and the dramatic view west to New Jersey, where the Becker family lives, there are the official titles of exec vp, Ted Bates Worldwide, and vice-chairman/chief creative officer of Bates' New York office. He brought with him from Y&R only one possession, his Royal typewriter ("I really cut the cord"), but he left behind what he considers his legacy, the many creatives he hired over the years, and especially the 14 who have moved up to become associate creative directors.

"They talk about my writing talents," Mr. Becker said, "but really, the legacy is the people. If you really surround yourself with good people, you come out way ahead. That way, when you leave, you know the good work will go on." At Y&R, within hours after Mr. Becker announced that he was moving to Bates, a Becker protege, Louis DiJoseph, was named to succeed him.

"Some of my young people said, how dare I do that, pick up and leave? I tell them, look, what I'm against in this business is where you work for two or three years at an agency, do a few pool-out commercials and then move on to another agency for quick money, just for a few thousand bucks more. This isn't like that. I put in 15 years at Y&R. My friends there—Ed Ney, Jay McNamara, Alex Kroll and others—were singular about how they respected my decision. So I leave with my head up high. I told them all to keep up their good work so that I can continue to be proud of them. And I hope they can be continue to be proud of me."

Mr. Becker sees his role as one that must inspire and motivate people. "We have a tremendous amount of talent over here. Some are people I had at Y&R, writers, producers, art directors. So I know a lot of them before I start. And I know that if you motivate them, they'll walk through walls for you. In fact, I have applicants who know I've said that and they write and say, 'Hire me and I'll walk through walls for you.'"

Asked about the Unique Selling Proposition for which Bates' creative is famous, and about the Y&R approach, perceived as one that brings more emotion to the ad, Mr. Becker wasn't buying the perception. "Look, both agencies are dedicated to top commercial persuasion. They do it very well. Both are old agencies, Bates is 42 and Y&R 57, and both work for large, important package goods clients. There are remarkable similarities between them. They do good creative work. They have a heritage. I did a tremendous amount of research on Bates before I went to work here, and I know I've left one good agency for another. USP is something that works; it's working. And I guess what I have is USF—Unique Selling Feeling. Bob Jacoby [Bates chairman] and I have a nice rhythm. We're quite fond of each other. Maybe I'll add a little USF to the USP, and maybe I can just move the mountain a few inches. Things are going well here at Bates; this isn't a radical change. I intend to nurture the talent that's here and keep success moving along."

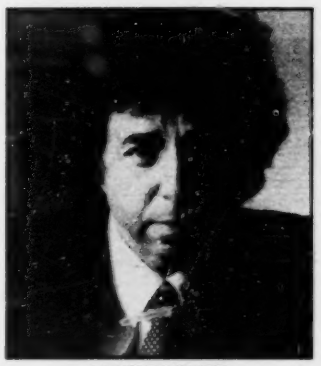
While he looks as though he would have been cast perfectly as another of those bushy-haired creatives from Brooklyn, Mike Becker is from Ohio—Toledo, to be exact—the son of a college professor. Brothers also are college professors and, to keep the family tradition whole, Mike Becker himself has been teaching a copywriting course for the past eight years at Pratt University. Now a full professor at Pratt, he has taken a leave of absence so he can attend to his new duties.

At Syracuse University's School of Dramatic Arts, he thought he would become an actor. But after comparing his talents with those of classmate Frank Langella, he realized that he would never be successful as an actor, so he switched to an English major. After college, he found himself in a Catch-22 as he sought to break into the agency business: He couldn't get himself hired because he lacked a portfolio and he couldn't put a portfolio together because he had no job. He did the next best thing, enlisted in the Army and, from 1963-65, drove a tank around Fort Knox, Ky.

After the service, he returned to New Jersey and talked himself into a job as the helicopter traffic reporter for WJRZ Radio. Alex Kroll, now Y&R president, was a WJRZ sportscaster at the time. Mr. Becker says the three years' worth of six-hour days in a helicopter helped prepare him for the agency career ahead. "The helicopter job was so stressful that everything that came after that has been easy for me. That's why I'm a Pollyanna about this business. I can take everything in stride now."

There still remained the task of breaking into advertising. As it happened, Mike Becker had a neighbor, Bill Casey, then one of the star copywriters at Papert, Koenig, Lois, and also the teacher of Bill Casey's Copy Course. Mr. Casey took Mr. Becker under his wing and, as a good neighbor, on his own time, spoon-fed his writing course to his eager neighbor. There soon came a junior writer job for Mr. Becker at PKL, where he wrote on Xerox and National Airlines. "I learned a lot," he says, "by working two days a day."

In 1968, Y&R beckoned and Mr. Becker made the move. He worked with Steve Frankfurt, Tony Isidore and Al Hampel, among others, became a stockholder in 1970, associate creative director in 1972, senior vp in '74 and in '75, when his former WJRZ colleague, Mr. Kroll, promoted Frazier Purdy (now exec vp-creative director), Mr. Becker replaced Mr. Purdy as copy chief. "Those three years, '75 to '78, were my favorite years at Y&R," he recalled. "I didn't know anything about interviewing, or administration, but I was allowed to scour the country, meet the writers of America, interview them and hire the best of them whenever I could."



MIKE BECKER

At Y&R, Mr. Becker supervised the work of about 80 creative people as a group creative director. At Bates, he will work with more than 100, but the scope of his new duties doesn't faze him a bit. Having put in three years as a helicopter traffic reporter around the George Washington Bridge, Mr. Becker has shown that he's ready for anything.

What makes it all the sweeter is that view of the Intrepid.#

A 'yes . . . but' kind of year

Ad and agency executives aren't expecting miracles

By Herbert Zeltner

Looking back on it, 1982 was quite a year for American advertisers and their agencies. There was a recession in some quarters that just wouldn't quit, but there were also burgeoning sales and record profits, at least in some sectors. There were budget increases and budget slashing. There were shifts from traditional advertising media into (presumably) faster-action promotions, many of them emphasizing "price-off" deals and rebates. There was a noticeable emphasis on low-price themes at the same time as more image ads and even

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blatant luxury appeals to the "carriage trade." Higher charges to upfront buyers and a marked softening in newspaper and magazine advertising volume and dollar revenue accompanied considerable network tv audience erosion. And there were some very real question marks about how fast cable ad revenue was growing.

As 1983 gets under way, it, too, looks like an enigma, beset by troublesome crosscurrents and contradictory signals for just about all marketers and advertising people. It's a year that starts with equivocal readings on consumer confidence and spending habits, uncertainty about interest rates and the direction of the economy in general, rapid expansion by some retailers and major retrenchments scheduled by others, booming growth in personal computers but a startlingly rapid softening in electronic game sales, more rebates and coupons for some and vows to "swear off" by others and an abrupt slowing down in cable tv development even as some major new print media offerings, such as Time Inc.'s *TV-Cable Week* and Gannett Co.'s *USA Today*, start up and expand.

Are there any patterns that give some meaning to this patchwork of upbeat, downbeat and sideways movement? Are there longer-term trends at work in marketing strategy and ad activity as the econony seems to adjust to new forces and unprecedented conditions?

Several weeks ago we polled members of the Advertising Age Editorial Sounding Board for their experiences during the past year and their views on the near-term future. More than 160 top executives from a broad range of clients and agencies responded. They told us what happened to their budgets, strategies and ad practices in 1982 and how they are coping with the challenge of an uncertain, yet intriguingly promising, 1983.

Poor business conditions did hit in many advertising sectors, a bit later than consumer sales might have suggested. But they finally resulted in some sizable budget cutbacks, elimination of marginal brands, much greater emphasis on promotion at the expense of advertising and considerably more localization of marketing efforts

Robert Varian, Jeffrey Martin Inc.: Setting the stage for newly acquired brands.

in an attempt to improve targeting against better areas of opportunity.

It doesn't look as if 1983 will be much of a watershed year for marketing and advertising in general. Many of the hard-nosed practices and more conservative approaches adopted in response to tight business conditions are already in place, according to our panelists. Thus, the new year is likely to be one of continuing attempts at rigorous market segmentation; last-minute release of advertising funds; a drive to attain maximum impact for each dollar spent, and a pragmatic focus on proven promotion techniques.

None of these is a radical departure, major investment or lavish testing of new approaches.

Agencies are considerably happier with 1982 results, than their clients and also are much more bullish about the near-term outlook. Many of the agency managers on our panel pointed out that they can overcome the setbacks of client retrenchment in weak, mature sectors by aggressively pursuing new business.

Quite a few members of the board see 1983 as a period of solid, dependable and sustained recovery, both for American business in general, and for their own companies and agencies as well. Many expect to spend and promote aggressively throughout the year to take advantage of what they perceive as the early stages of what promises to be tremendous new opportunity for the longer term.

Thus, like the year past, 1983 shapes up as a "yes, but . . ." kind of situation. Yes, business has been rough and we've had to cut back, postpone, cancel and sometimes pull our punches. But, judging from our panel's answers to the 10 questions we asked, there are still plenty of new markets, consumer money, potential volume and profits out there—provided the contenders work hard and go after it intelligently, realistically and aggressively.

1. For 1982, how did your own advertising budgets fare compared with plans at the start of the year? (For agencies, how did billings and revenue hold up?)

For both advertisers and agencies, budgets held up remarkably well throughout 1982. More than half the entire panel, 56%, reported that ad budgets and agency

Herb Baum, Campbell Soup Co.: Stronger building and rebuilding of brand franchises.

billings increased by 59% or more from preliminary estimates as the year played out. In fact, fully three out of 10 pointed to increases of 15% or more, well ahead of 1982's dropping inflation rate.

But the agencies experienced a much stronger year than did their clients. Thirty-seven per cent of agency managers reported that they were ending 1982 with billings and revenue "considerably higher" than expected at the outset. Only 17% of the advertisers reported that they were in this same happy position.

On the downside, fewer than one in five panel members (18%) reported any budget or billing decreases at all from their initial plans—only 11% from agencies, but a notable 29% among advertisers.

Agency management pointed to two key reasons for the discrepancy. First, they were able to take advantage of the traditional phenomenon that most consumer nondurables, package goods, proprietaries and personal care items hold up in bad and good times. And these same categories tend to be advertising intensive, providing the larger brand budgets on which so many agencies depend.

Robert Varian, vp of marketing and advertising at Jeffrey Martin Inc., which markets Compoz, Ayds, Doan's Pills and other brands, points out that 1982 saw major budget increases occasioned by a restaging of brands acquired in 1981. He says sales response has been excellent and media expenditures will be increased in 1983.

Herb Baum, vp of marketing at Campbell Soup Co., notes that his company is building and rebuilding brand franchises with strong consumer marketing programs, besides having launched three major new products in 1982.

The chairman of a major pharmaceutical products agency says economic problems didn't affect his clients to any great degree and, thus, his organization was obtained noticeable new business.

Morgan Hunter, president of MCA Advertising, underscores the point: "We've had a good year. . . . Much of this came from new products we've helped our clients develop. Since we specialize in consumer package goods, we have not been hurt by the economy."

A second element contributing to the agencies' more bullish response is the growing realization reported by many clients that recessionary periods offer a unique opportunity to make headway when others pull back—provided those clients are able and willing to keep up the pressure.

Stanley Pearlman, president of AMS Advertising, a

Morgan Hunter, MCA Advertising: "We've had a good year. We have not been hurt by the economy."

New York agency, says that because some of his major clients are "underdogs," they've been gaining market share from larger competitors and are, therefore, in an upswing.

From the client side, confirmation comes from Reid Taube of U.S. Fidelity & Guarantee Corp.: "Our budget in 1982 was up significantly, while most of our competition saw budgets flat or reduced. Since our awareness and favorable attitude levels gained considerably, this was a classic case of really making headway by raising budgets when competition does the opposite."

There are advantages to working deliberately against the tide, according to Michael Kirby, director of corporate advertising and promotion, Xerox Corp. "The office equipment category remains intensely competitive and a significant reduction in advertising expenditures would result in erosion," he says. "Our tracking studies indicate a close correlation between share of voice and share of market."

But all is not upbeat by any means at the agencies. Many have suffered in 1982 or, at best, have held their own in a very difficult environment. William Biggs of Biggs/Gilmore Associates, Kalamazoo, Mich., says: "Ten of our industrial accounts have been hit very hard by the recession. But consumer accounts have been up."

Agencies are keeping a sharp lookout for possible improved operating efficiency while they struggle with cash flow. Earl Littman, chairman of Goodwin, Dannenbaum, Littman & Wingfield, Houston, points to a good year in revenues but notes that "profits are down. Slow pay and cutbacks are hurting. We've cut expenses considerably but not enough to keep our net profit margin."

2. Still looking at the past year, have your own (or your clients') marketing and advertising techniques undergone any significant changes?

Aside from fairly widespread changes in budgets, both up and down, the most frequently mentioned alteration in marketing activity last year is the shift of dollars from media advertising to promotion. Forty per cent of the entire panel point to this change in emphasis, almost all saying their companies or clients took more funds from traditional media—broadcast and print—and used it for rebates, trade incentives, couponing or other forms of merchandising that promise a fast impact on share, volume and, they hoped, the bottom line.

Marketing executives responsible for major entries among food brands, beer, airlines, fast-food franchises, tires and alcoholic beverages all point to reductions in media efforts to pay for contests, discounts, sweepstakes and all the many other promotion forms designed to jolt retail movement—and fast.

James Kobs, president of Kobs & Brady, a Chicago-based direct mail specialist, says, "Strategies are shifting to things that are more bottom-line oriented, like sales promotion and direct marketing."

Al Ries, chairman of Trout & Ries, New York, echoes the thought: "The emphasis has changed from long-term strategic programs to short-terms tactical ones. Media changes reflect a desire for instant sales."

Closely related to this phenomenon—and pointed out as another significant shift in strategy during 1982 by 30% of the Sounding Board—are alterations in media emphasis, both in form and scheduling, all of them intended to sharpen up the presumed dollar efficiency and effectiveness of ad dollars.

The vp of a major marketer of convenience foods notes a big shift in his brands' activity from prime time,

Herbert Zeltner is the chairman of the Advertising Age Editorial Sounding Board.

network tv to lower-cost daytime segments. Another marketing executive, this one for consumer leisure products, says his company shifted from magazines to newspapers for better territory targeting and reduced costs.

In the same vein, Richard Pike, director of advertising services at Hunt-Wesson Foods, points out that his company is more concerned about the continuing fragmentation of network tv audiences, and significantly increased costs "have led to a heavier investment in consumer magazines."

Quite a few other panel members say their media planning involved move toward very careful selection of key media forms, such as fewer stations in a market, shorter lists of magazines and tightening up wherever possible.

One undeniable result of these moves is a continuation of the general trend toward greater use of local media forms at the expense of national ones. In the words of one panelist: "Advertising weight is being targeted to where the customer is. We see much less use of national advertising, more use of local and regional forms."

3. Turning now to the new year, how do you see over-all business conditions and the state of the consumer economy in 1983?

Eighty-three per cent of the respondents see either a weak or spotty recovery, but a recovery nonetheless. This view is held both by advertisers and agency management, although the client side tends toward "weak" as their adjective for this recovery. "Spotty" or "varied" characterizes the agencies' somewhat wider view of the economy.

Fundamental problems of lingering unemployment, shaken consumer confidence and continuing difficulties in "smokestack" America color the caution of many members in their over-all view. But areas of strength do show up in electronics, soft drinks and beer, luxury goods, new investment and banking opportunities, and that should be reflected in advertising activity in those areas.

These executives also point to deferred capital improvements and sparse inventories that need replenishing as reasons business in general and advertising in particular will pick up as 1983 progresses.

But circumstances have been so unusual in recent months that many members of the board hedge their guesses. One major Midwest agency head says, "We've never been more uncertain about what our agency's gross income will be for 1983 than right now." Larry Spector, chief executive officer of Calet, Hirsch, Kurnit & Spector, simply says, "I wish I knew."

As edgy as many of these executives are, there is still a distinct feeling that things have bottomed out, that 1983 will see a gradual return to better conditions. Norman Campbell, chairman of Tracy-Locke/BBDO, Dallas, says "We're looking for stronger signs of recovery in some of the heavier industries—autos, steel, energy. Services, electronics, data transmission and high technology businesses should be highly competitive but strong. Residential construction should improve, especially in the Southwest and West. Financial services should also be intensely competitive."

Earl Littman, Goodwin, Dannenbaum, Littman & Wingfield: Profits are down.

4. Will your own company or agency reflect this general outlook or be different in some way?

A bare majority of the panel believes that their organizations will mirror their view of general business conditions in 1983. In fact, a sizable minority, 38%, are somewhat more bullish, with agencies, once again, even more so. Fully 47% on this side thinks things will be better for them than for the economy as a whole.

The ad director of a top automotive importer sees a particularly strong year ahead for his company because of consumer perceptions of better quality in his entry. The vp and general manager of a top manufacturer of convenience foods sees his basic branded line stronger than ever, while more discretionary categories may have some continuing difficulty. Other client executives point to the major tightening they went through in 1982 as improving their chances for sales and profits this year.

On the agency side, while quite a few still see some stringent operating concerns, many are quite optimistic that 1983 will be a good year for them in billings, revenue and profits.

Quite a few heads of large, medium and small agencies across the country note their strong emphasis on new business activity as their best bet for continued growth and progress. Earl Littman of Houston says: "We'll continue to aggressively attack new business. Any losses in 1982 have been overcome with the addition of new clients."

James Scott of J. I. Scott Co., Grand Rapids, Mich., echoes the thought: "Reduced budgets are forcing advertisers to get more 'bang for their buck'; there are plenty of new business opportunities."

James Doyle, president of D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., offers a good insight into how agencies are adjusting to new possibilities and changing client requirements: "We've been diversifying both in types of accounts served and in a broadened array of services offered. We're much more able to do the whole job for our clients then ever before, from market planning to sales to training, etc."

But even with this sense of buoyancy and aggressiveness, there's continuing concern about economic weakness, the traditional view of advertising as a lagging economic indicator and the uncertainties of a far-from-cloudless business horizon.

5. Has your company (your agency's clients) changed its planning time frame and media commitment practices?

One of the most direct bits of evidence of uncertainty in the ad business is the shortening of planning periods or delays in committing media funds. Fully 56% of the Sounding Board's members indicate they have adjusted or are moving in this direction now as a reaction to the unsettled conditions of the past year or so. The phenomenon seems even more prevalent from the agency side, 67%, than from client indications, 35%.

James Kobs, Kobs & Brady: Shifting to sales promotion and direct marketing.

If this trend holds true for the ad business as a whole, it has truly major implications for the ways by which media are bought and sold in just about all categories. This need for short-term flexibility could well reshape the business of scheduling and deadlines.

Several dozen panelists, both advertisers and agencies, say that although they still work through annual plans for strategy purposes, they now go through semi-annual, quarterly or even monthly reviews to make sure the very latest sales and financial results and competitive actions are considered when advertising funds are released.

One large-volume liquor importer notes that his organization now requires much greater flexibility in ad plans, and firm commitments for the second half of 1983 are not expected until the last moment. David McNertney, vp of advertising, State Farm Insurance, also sees a change in planning, at least "to some extent." "We have looked more carefully for 'markets of opportunity' and committed some extra dollars in those places," he says.

The current planning cycle seems to have run quite a bit later this past season, and many panelists, especially in agencies, note that they're now behind schedule in blocking out campaigns and implementing schedules. But the need for a longer time frame in fiscal planning and general strategy still seems to apply. Saul Waring, president of Waring & LaRosa, sums up the view of many: "Planning hasn't changed, but commitment of funds has changed. Large companies have planning cycles and maintain them. More companies are trying to avoid being boxed in by long-term commitments. The 1982 experience is making marketers more cautious about having options and turnaround time."

6. For 1983, as compared with 1982, what changes do you anticipate in your advertising and promotion budgets (for agencies, billings and fees)? For what particular reasons?

Looking at dollars now for the year ahead instead of assessing performance for the year past, the panel continues to be remarkably bullish regarding the amounts allocated to marketing and advertising and, thus, to expectations for agency revenue as well. Fully 80% of the board sees some budget and billings increase for their own organizations in 1983. An impressive 37% sees this gain as "considerable"—up by more than 15%. The comparable figures for 1982 were quite a bit lower—56% and 30% respectively.

Despite the large amount of uncertainty and anxiety evident in many comments elsewhere in our poll, there's little doubt that the great majority of the board members expect considerably more money to be spent for advertising this year. Furthermore, as was true for 1982, the agency segment is noticeably more optimistic. Half of all agency managers expect their gross revenues (billings and fees) to increase by 15% or more in 1983, on top of the 37% having seen this rate of gain in the past year.

Only one in 20 Sounding Board members expects a setback in funds, with only 2% of the agencies predict-

(Continued on Page M-23)

How budgets fared

Actual advertising budgets/billings compared to 1982 expectations

	Over-all	Advertisers	Agencies
Up considerably (more than 15%)	30%	17%	37%
Up modestly (5% to 15%)	26	17	31
Essentially unchanged (+4% to −4%)	26	37	21
Down somewhat (−5% to −15%)	14	22	9
Considerably lower (by more than −15%)	4	7	2

Source: 1982 Sounding Board survey

Who changed?

Marketing/advertising strategy changes in 1982

	Numbers in panel reporting
Over-all budget cutbacks or increases	80
Shifts in budget between advertising and promotion	66
Change in media emphasis	49
Change in national vs. local media proportions	39
Reallocation of funds among brands	38
Change in basic creative strategy	36
New use of flighting, hiatuses	28
Alterations in weight by customer target	24
Alterations in budget allocation by geographic area	21
No noticeable change	21

Source: 1982 Sounding Board survey

Will business improve?

Expectation of over-all business conditions in 1983 compared to 1982

	Over-all	Advertisers	Agencies
Strong recovery	7%	2%	10%
Weak recovery	38	56	30
Spotty—varies by product category and/or area of country	45	33	53
Somewhat worse	2	—	—
Much worse	—	—	—
Uncertain	8	9	7

Source: 1982 Sounding Board survey

One from Column A, one from Column B

Cable menu: A tv gourmet's delight—or is it?

By Gerard McTigue

I recently subscribed to cable television. I was like a child. The first night I rushed home to begin enjoying the whole new world of entertainment that cable opened up. Now I could watch uncut—ooh la la!—commercial-free movies. Nonstop news. Sports everlasting.

There were channels to uplift me culturally, and others to debauch me with erotica. If I liked finance, I could (excuse the expression) pig out on finance. The same with health. Music. In fact, there were no fewer than 63 channels to regale me—a visual smorgasbord that would satisfy even the most finicky tv appetite.

So what would I watch tonight? A simple enough matter. I grabbed the movie channel program, the local cable guide and, just to make sure I wasn't missing anything on those jaded old networks, the evening newspaper. It was 6:46.

As I pored over the listings I began to hyperventilate. Was this a night for tv! There was a major Academy Award winning movie. A stellar production of "La Boheme." A big basketball game. An exclusive interview with my favorite author. Another great movie. A star-studded rock concert. A Eugene O'Neill play. A blue nightclub act. A documentary on UFOs. And on, and on. I smacked my lips and laughed dementedly.

By the time I had finished just *reading* about what was on, it was 7:13. Damn! I missed the start of the movie. And there's nothing I hate more than coming in on a movie in progress. But wait. The film would be cablecast again at 3 a.m. Wednesday. I checked my calendar. Terrific. I would be free.

But what about now? What was I going to watch now? I was getting grumpy. I hadn't eaten anything, and I don't like making decisions on an empty stomach.

Gerard McTigue is an advertising copywriter in New York who has written previously for Magazine.

Richard Edel

Besides, supper was on the table. First I would eat. (I hate eating in front of the tv; it's not only antisocial, I don't like picking crumbs out of my shag carpet.)

The meal consumed, sated, I checked my watch—7:57. Perfect. Just in time for "La Boheme." I trundled over to the tv set for my just desserts.

Wait a second, I thought. If I watch "La Boheme" at eight, I'll miss that exclusive interview at nine. Better I watch the first half of the basketball game, switch over to the interview, catch the end of the game, then put on the O'Neill play at 10. Not a bad lineup at all. I froze. What if the game goes into overtime? That would throw a wrench into everything. Let's take it from the top. So I worked out another delectable menu built around the second highly rated film. 8:07. Damn! The movie had already begun.

I threw the paper down in disgust. I decided I would just turn on the set, and whatever station was on, whatever they were showing, I would watch it.

I turned on the set. There was this woman in leotards rolled up in a ball, telling me to breathe in and exhale slowly. I flicked the dial. A live caller was telling a video psychic what he could do with his show. I flicked again. The first movie, in progress, forget it. Click. Swish! Click. "... remember to make sure the butter is fully melted before adding the filberts." Click.

It went on like that for 15 minutes. I sat there, my nose not more than 10 in. from the screen, impatiently changing channels every few seconds, unable to stick with anything, unwilling to miss anything. A dazzling video mosaic of lush settings, vibrant personalities, music, violence, sex, art and miscellany peppered my consciousness.

Finally, dazed, drained, almost delirious, I pressed the button and watched as a sea of drab green-gray nothingness enveloped the sreen and soothed my consternation.

I read a book instead.

'Yes . . . but'

(Continued from Page M-5)

ing billings reductions of any magnitude at all.

What's behind this surprising outlook for improvement in the advertising investment area? After all, this expectation contradicts many of the broader business and general economic indicators being reported now and noted by the panelists themselves.

One answer appears to be inflation and the anticipated higher cost of doing business. Clients are particularly sensitive to inflationary factors, with 40% offering this reason for their expected budget increases. Another 42% point to presumed media cost increases as contributing to their higher budget levels. In fact, only one in three of the clients notes that sales volume and revenue increases will play a significant role in establishing budget increases for 1983.

Norman Campbell, Tracy-Locke/-BBDO: Looking for signs of growth in heavy industries.

The agency side offers a markedly different pattern. Eight out of 10 expect their billings and revenue to increase as a result of new business or new assignments from current clients. Forty-nine per cent see budget increases coming from established brands.

Still, the agency leaders certainly don't seem blindly optimistic. They offer some pretty hard-nosed reasons for expecting good growth in the new year. Richard Seclow, president of Geer, Dubois, New York, forsees a high volume of new product activity. Others, such as Peter Barnes of Goers Gross, New York; Norman Campbell of Tracy-Locke/BBDO, and Joseph Hoffman of Ingalls Associates, Boston, all point out new areas of service they are offering, including sales promotion, direct marketing and public relations.

A more specialized view comes from Sy Davis, president of Adelante Advertising, who draws attention to the need for market targeting with agencies, as well as with products. "Many companies are turning to market segmentation to be more efficient in reaching their target audience," he says. "They've found by reaching the Hispanic or black markets . . . there's no wasted coverage. Selling those markets takes a specialist. . . ."

Over-all, these agency executives, as well as others in the panel, point to a no-nonsense pursuit of new accounts in growth sectors and a business-like, financially oriented control of all aspects of their operation as leading to improved performance in spite of the general business climate. Says James Doyle of D'Arcy-MacManus & Masius: "Agency [people are] becoming better businessmen on all fronts, hiring better, probably fewer people, more able people, providing us with a broader range of capabilities, more diversified services, charging for professional services sometimes given away in the past."

7. In reviewing your plans and programs for 1983, do you see any significant changes in strategy emerging?

On the market-planning front, several point to a much greater emphasis on specific product positioning and advertising claims at the expense of imagery or "soft-focus" advertising. They note a shorter life cycle for more brands, a tendency to "milk" obsolete or mature entries and deliberate expansion of only those new products that are proving themselves in test markets. It appears that corporate management is demanding that each brand justify its call on marketing funds by offering demonstrable sales and profit performance in the marketplace.

James Doyle, D'Arcy-MacManus & Masius: "We're becoming better businessmen on all fronts."

Other techniques expected to be pursued in 1983 are further attempts to sharpen the targeting of product positioning and, in fact, all aspects of the selling effort. Guiding the planning, as the panelists suggest, will be geographic concentration in "best" territories, a tighter prospect focus through demographically selective media, more pulsing and use of hiatuses to make weight work hardest when it counts most and an undeniable stress on pragmatic, no-nonsense selling points in creative work.

And, of course, all of this will be done against a backdrop of more frequent strategy reviews and of "playing

(Continued on Page M-24)

'Yes . . . but'

(Continued from Page M-23)

much closer to the vest" with final commitment of ad funds.

The chairman of one of the largest consumer-oriented agencies says: "We expect most of the patterns of 1982 to continue until marketing and economic conditions are dramatically improved. We will try to lead clients to new approaches in the meantime."

Arthur Earley, president of Meldrum & Fewsmith, Cleveland, says: "We [will] see an extension into 1983 of basic approaches developed and put into operation in 1982. None of our clients is looking for *big* growth in 1983. They are planning with continued caution."

Richard Seclow, Geer, Dubois: Foreseeing high volume of new product activity.

8. Specifically with regard to new products and line extensions, how active do you expect your company (your agency's clients) to be in 1983?

The majority of the Sounding Board, 51%, expects its companies or agencies to be actively involved in the introduction or rolling out of new products. Just about four out of 10 are carefully studying new entries or ventures during the current year. In fact, fewer than one in seven terms his organization's new product activity inactive or "on hold" right now.

But here again, the surface appearance of traditional aggressiveness or euphoria doesn't hold up when we examine many of the volunteered explanatory comments.

Much of the new products activity the panelists note appears to stem more from a defensive need to fight competitors' moves and to maintain share rather than to pioneer for growth. Several corporate marketing executives, in a point echoed by some agency leaders commenting on their clients' practices, claim that their moves on the new products front are essentially to make up for erosion among declining, older products.

The grudging attitude that new products development work *must* go on, in bad times as well as good, is wide spread, according to our responses. Office products marketers, insurance companies, tobacco marketers, automotive supply organizations, fast-food franchisers, airlines, personal care products marketers and branded foods processors all expect to see continued notable activity among new products in 1983.

Once again, the sobering experiences of a troubled 1982 seem to have had a positive side effect: A pervasive sense of realism and care in the creation, introduction, investment in and rollout of new products. The board sees plenty of activity ahead, but with a definitive strategic purpose in mind and a strong dose of "show-me" accountability at work.

9. What do you feel are the most important negative factors or operating difficulties likely to affect your marketplace and advertising in 1983?

This open-ended question turned up strong evidence of the degree to which the general business climate must color the thinking of marketing and advertising people.

By far the most frequent response to this question dealt with various aspects of the economy—continued concerns about recessionary conditions dragging on well into 1983. Worries about a possible rebound in interest rates, unemployment persisting at discouragingly high levels, nagging problems of excess inventory and doubt about when consumer confidence (particularly affecting high-ticket durables purchases) would return to more normal levels—all these concerns are shared by a great majority of our panelists.

The panel expects a year of ongoing "selective recession," with many consumers continuing to be concerned about losing jobs and thus further postponing the purchases of houses, major appliances, automobiles and most other "big ticket" items.

Closer to their own sales and promotion activities, quite a few panelists pointed to difficulties and stresses in retailing—more intense price competition than ever with a great deal of price-cutting, and, therefore, further shaving of profit margins. Several panel members point out a growing trade reluctance to maintain historic inventory levels, resulting in more frequent out-of-stock situations and a stiffened resistance to taking on new products or line extensions.

Several board participants point to more and more "cheap, low quality merchandise" entries right across the consumer products and services spectrum, forcing an unhealthy "price" atmosphere in many markets. They are concerned that consumer disappointment will result in greater cynicism and a more cautious, difficult buyer.

Another persistent problem area for 1983 that some in our panel note involves what many term "unrealistic" media cost increases. The agency side singled out the tv networks for strong criticism because of major price increases at a time when both inflation rates decreased and audience levels eroded.

Says Richard Pike of Hunt-Wesson Foods: "Current demand for tv time has pushed rates up at 20% to 30% over year-ago levels while audience is actually trending down. We cannot absorb these costs and must find alternatives." His exasperation is echoed by top marketing executives with leading fast-food chains, insurance companies, wine importers, cosmetics houses, brewers and food companies—all significant users of the medium.

But despite the familiar difficulties and frustrations related to the ad business itself, the overwhelming reading on Sounding Board negatives for 1983 belong to the economic scene. David Weiner of Marketing Support, Chicago, says: "As the recession drags on, the biggest negative factor will remain fear: Fear of the company's future, fear of losing jobs, fear of new product failures, fear of bold recommendations. The experience of the recession for many executivcs has been terrifying."

10. In contrast, what particularly hopeful, upbeat signs do you see for our business this year?

As worrisome and concerned as the panel members are in their answers to our questions about negatives, there's undeniable hope and a good measure of optimism in seeing positive signals for 1983, when they are asked if the total picture will be more balanced.

There appears to be a general and growing realization that we've bottomed out and are preparing for a turnaround. According to Patrick McGrath, president of Jordan Case & McGrath, New York, this change in attitude is a crucial first step to recovery. Several board members point out that a fear of being left behind may provide a powerful impetus to rapid recovery in marketing and advertising—and very soon.

Other positive developments seen for the new year by our panel include further strides in healthy sectors and strong business gains for electronics, luxury goods, home decorating, leisure products and many package goods that offer good value to the careful buyer.

The board also sees many signs for optimism in further improving skills and practices—both more effective, disciplined marketing and advertising, as well as more professional management of the function itself.

Whether the subject is marketing strategy, creative development, media planning or promotion design, quite a few panelists see a new seriousness of purpose and a willingness to work harder at finding a competitive edge. This dedication to greater conscientiousness carries over—as another hopeful signal from the board for 1983—into organization and the management of people, resources and money.

Blair Vedder, vice-chairman of NH&S/New York, sees the situation in particularly hopeful terms. "Tough times demand boldness," he says. "Boldness, in part, requires challenging past practices. Advertising may begin to take on a new fresh look as a result of such challenge. I believe people will respond to this and our industry, as a whole, will benefit."

Robert Savage, president of Compton Advertising, sees a major opportunity for improved management in the current situation: "The year 1982 has been one of tightening the belt and becoming more efficient in agency operations. With increased fixed overhead costs, primarily rent, we have learned how to run our business more efficiently. We have reduced the number of people per million dollars of billing while upgrading the quality of the service we provide by having 'fewer but better' people. At the same time, a number of our clients have instituted stringent cost control programs that will make them more profitable and more efficient. Both agencies and clients should come out of this period better managed, more productive and more profitable."

Reminding us, however, that it is the customer, in the final analysis, who holds the key to strong new growth for marketing, Sy Davis of Adelante Advertising says: "In spite of the tight economy, the consumer (particularly the 18 to 29 year old) still maintains an optimistic outlook toward the future and still intends to enjoy living, purchasing the products that will reward him and her for their hard work."

Yes, 1982 was rough for most marketing organizations, beset as they were by difficult sales situations, the need for fast-acting promotion, maddeningly reluctant consumers, higher costs and elusive margins.

But these troubled times have been a good teacher as well. Marketing and advertising skills have continually been sharpened, and many in our Sounding Board see great new opportunity and challenge in the months ahead.

Saul Waring suggests that the agency business should set a goal of being "truly professional—to reinforce partnerships with clients and relate to the fact that the changes taking place are not an aberration, but part of a major change in the world economy (possibly as dramatic as the industrial revolution).

Norman Campbell underscores the messages by noting the centrally important role our business plays in the economy itself. He says, "Advertising and marketing can sustain and build businesses and brands even in recessionary periods." He further points out "that marketing can stimulate the marketplace and the over-all economy." But he also notes a special responsibility for marketing and advertising people as a result: "We should present documentation at every opportunity and encourage [our management and our clients] to become intelligently aggressive in their marketing efforts." That is certainly a tall order for American marketers and advertisers as they try to come to grips with 1983.

In the view of the Advertising Age Sounding Board a "yes . . . but" kind of year offers quite an exciting, and potentially very rewarding, situation for those of us who know how to read—and use—the signals.

Any new products?

Expected new product/line extension activity in 1983*

	Over-all	Advertisers	Agencies
Planning one or more significant introductions, roll-outs	51%	59%	47%
Considering some likely new entries, ventures	39	31	43
Studying, experimenting, testing for future moves beyond 1983	27	24	28
Essentially "on hold"	12	6	15
Inactive	2	4	1

*Due to multiple answers percentages can total more than 100%

How they'll spend in '83

Anticipated changes in advertising and promotion budgets in 1983 compared with 1982

	Over-all	Advertisers	Agencies
Up considerably (more than 15%)	37%	13%	50%
Up modestly (5% to 15%)	43	51	39
Essentially unchanged (+4% to −4%)	15	25	9
Down somewhat (−5% to −15%)	4	11	1
Considerably lower (by more than −15%)	1	0	1

Source: 1982 Sounding Board survey

Patrick McGrath, Jordan Case & McGrath: Getting ready for a turnaround.

sidebars / BY FRED DANZIG

Today's special: Minced media a la Mimi

NEW YORK—Want a lesson in how to keep newspaper writers at bay? Don't bother hiring lawyers to seek out judges who will issue restraining orders or send the poor slob to the slammer. And don't waste time, as President Reagan has, complaining that you have had it with leaks and leakers. There's a much simpler way.

Michael (Buzzy) O'Keeffe recently opened a lovely restaurant in Manhattan and, while he is interested in any publicity he can get for his venture, he doesn't want serious-minded food reporters dining at his establishment and writing about its fare.

One evening, in walked restaurant reviewer-food reporter Mimi Sheraton of the *New York Times* with four guests. While Ms. Sheraton usually is unrecognized by restaurant people, the maitre d'hotel in this place came over to her table and whispered, according to Ms. Sheraton's account in the Jan. 7 *Times*, "We have reason to believe there are food critics at this table."

Ms. Sheraton confirmed this suspicion and the maitre d' said, "The management feels we are not ready to serve food critics at this time, and we must ask you to leave." It worked. Ms. Sheraton and her party departed. And *Times* readers who follow Ms. Sheraton's reviews would read only her account of Mr. O'Keeffe's hospitality; they would get no learned discussion of the restaurant's cuisine from her.

■ The *Times*, which made history in the Pentagon Papers action and in other landmark First Amendment cases, apparently let this ouster stand. After all, it's not as if a *Times* reporter was being booted out of Moscow. Or is it? I can only assume that if the maitre d' had said, "We have reason to believe there are newspaper reporters at this table," a major legal battle would have ensued.

Is this, then, the key to bouncing reporters from the premises? You don't call them reporters. Call them food critics, or anything else, and ask them to leave. The possibilities are unlimited. Is there a newly elected government official taking office? A mayor, governor? A new President one day might stroll into the White House press-room and say, "I have reason to believe there are political analysts in this room." (Note that the use of the word "reporter" has been avoided.) The President continues, "I feel I am not yet ready, in this, my first term in office, to be analyzed or reviewed and I must ask you to leave at this time." And as Germond & Witcover, James Reston, Evans & Novak, Tom Wicker, James Fallows, David Broder and William Safire immediately leap from their typewriters and hasten to fetch their coats and leave, the Prez calls after them, "Don't call me; I'll call you."

This tactic can be applied to any business or service activity around, I'm sure. The trick is to remember to avoid the use of *that* word. Of course, if the food critic, or political columnist or whatever, happens to mention, "But I'm a newspaper reporter," all bets are off.

* * *

Cover Story: *California* magazine for January reported that the Los Angeles County Bar Assn. magazine, *Los Angeles Lawyer*, had tested a new approach to collecting unpaid membership dues. On its October issue, it printed in large red letters the words "Past Due" and sent 2,400 of these copies to dues-delinquent lawyers.

I asked Janice Tesler, LACBA director of member services, how the experiment worked out. "It was not terribly successful," she said. The hoped-for "flood of checks" didn't materialize. Ms. Tesler explained that "these were hardened cases," lawyers who had already ignored three delinquency notices and three letters between March and June. Advertisers didn't complain about the overprint treatment, she said, but some of the paid-up members thought it was "overly hard-sell." Generally, the members "ignored the whole thing, which may have been what it deserved all along." Ms. Tesler added that the experiment will not be repeated.

I have another idea: Install neon signs in courtrooms so that when a dues-skipper approaches the bench, the sign lights up and spells: "Deadbeat."

* * *

Billyballet: Billy Martin's traditional return-to-the-Yankees-and-George Steinbrenner took place on schedule this month in New York. Baseball's version of Liz and Richard Burton engaged in a comedy routine, as though they were filming another Miller Lite commercial. The act called for Steinbrenner to complain loudly every time Martin told how he, Martin, would run the team without interference from the owner. After Martin said he would handle the trades, Steinbrenner roared: "I'm handling the trades. If you don't like it, you're fired." And Martin replied, "You haven't hired me yet." (Laughter among the sportswriters.) I guess the scriptwriter for this act figures that even if it isn't funny and the pay is low, at least it's a steady job.

* * *

MediaMeandering: Seems that Philadelphia Eagles' coach Dick Vermeil's resignation is a direct result of the NFL strike. Freed of those 18 to 20-hour days he used to put in at the stadium, his wife reported, Vermeil discovered "changing trees, the colors in the fields." She added: "You know, I think he thought that all fields were green with white stripes on them." White stripes? When will he learn that fields come with bases 90 ft. apart?

Distilled spirits sales fade

By JOHN C. MAXWELL JR.

The distilled spirits industry was down once again in 1982 for the third year in a row. At mid-December the estimated unit volume drop was 2%, and that was in anticipation of a good pickup over the final weeks.

Just about all the major product areas experienced drops, with the exception of U.S.-bottled Canadian and some specialty items such as brandies, liqueurs and cordials.

While much of this softness has to do with the recession, as we have pointed out before, life styles are moving away from alcoholic beverages and more into soft drinks and other such products. Further, there is a sense that various steps should be taken to make drinking more difficult. Minimum drinking ages are being raised, drunken-driving laws are being more strictly enforced, etc.

We point to some Scandinavian countries that have substantially raised prices at retail levels, more to dissuade people from drinking than to raise money. This example may pose a problem here. We considered the cigaret excise tax increase to be sort of a bell cow, in that legislators would find it difficult to pass other excise taxes if they could not get this one through. It went through in a breeze, and we now believe there will be more excise taxes coming to the floor within the next six to nine months.

There is the added probability that the states, most of which are in the red, will use alcoholic beverages as a whipping boy to close budget deficits. Thus we feel that the industry will remain under pressure from these sources over the coming months and years, and we do not see much hope for industry growth.

Looking at the individual companies, Brown-Forman Distillers and National Distillers stand out. In each case, nearly all their major brands showed some 1982 growth and in the particular case of National Distillers, it had several brands growing in the double-digit area. National has taken on a more aggressive sales, pricing and advertising mode that is obviously paying off. On the one side, the price of Old Crow was reduced and, on the other side, the company instituted a taste comparison with Windsor Supreme against V.O. (along the same lines as the Pepsi challenge) with obvious good results.

Kamchatka showed one of the largest leaps in position, moving from 19th place to 15th, with other products exhibiting radical position changes being Brown-Forman's Early Times (which moved from 23rd to 21st), National's Gilbey's vodka (19th to 17th), Canadian Mist (10th to eighth) and Windsor Supreme (eighth to sixth). Brown-Forman's Jack Daniel's moved into fourth position from sixth, bypassing Jim Beam.

It is interesting to point out here that the premium brands have not done all that badly in this unfortunate market. Bacardi continues to hold the No. 1 spot, up almost 3% and widening its gap against Heublein's Smirnoff, still No. 2. Tanqueray, which advertises itself as the highest-price imported gin, remained even despite a 2% decline in the gin market.

Thus, as we scan the industry, it would appear that premiums like those mentioned above are doing well, as are brands at the low end of the market such as Brown-Forman's Canadian Mist, up almost 12%. It is also interesting to note that the specialty items continue to grow, e.g., Kahlua and Baileys Irish Cream, the latter having passed the million case mark, up almost [illegible] in the largest percentage [illegible] within the rankings.

Mr. Maxwell is with Lehman Bros. Kuhn Loeb, New York.

1982 sales of top liquor brands

(brands selling a million or more cases)

Rank '81	Rank '82	Brand	Company	9-liter cases (000) '81	'82 E	Change
1	1	Bacardi	Bacardi	8,220	8,461	2.9
2	2	Smirnoff	Heublein	7,330	7,267	(0.9)
3	3	7 Crown	Seagram	6,245	5,700	(8.7)
6	4	Jack Daniel's	Brown-Forman	3,774	3,938	4.3
5	5	Jim Beam	James Beam (AB)	3,790	3,910	3.2
8	6	Windsor Supreme	National	3,514	3,865	*10.0
4	7	V.O.	Seagram	4,000	3,740	(7.5)
10	8	Canadian Mist	Brown-Forman	3,298	3,689	11.9
7	9	Canadian Club	Walker (GWL)	3,715	3,440	(8.0)
11	10	Seagram's Gin	Seagram	3,217	3,184	(1.0)
9	11	Popov	Heublein	3,395	3,077	(9.4)
12	12	Gordon's Gin	Gordon/Renfield	3,154	3,000	(4.9)
13	13	J&B Rare	Paddington (PC)	2,965	2,850	(3.9)
14	14	Gilbey's Gin	National	2,706	2,700	(0.2)
19	15	Kamchatka	National	2,019	2,322	15.0
15	16	Dewar's	Schenley (RA)	2,470	2,300	(7.3)
19	17	Gilbey's Vodka	National	2,019	2,221	10.0
17	18	Gordon's Vodka	Gordon/Renfield	2,132	2,140	0.4
16	19	Cutty Sark	Buckingham	2,145	2,018	(5.9)
18	20	Black Velvet	Heublein	2,054	1,979	(3.7)
23	21	Early Times	Brown-Forman	1,875	1,970	5.1
25	22	Walker Brendy	Walker (GWL)	1,703	1,766	3.7
20	23	Tan High	Walker (GWL)	1,956	1,760	(10.0)
22	24	Beefeater	Kobrand	1,900	1,755	(7.6)
21	25	Christian Brothers	Fromm & Sichel	1,924	1,725	(10.3)
24	26	Ancient Age	Schenley (RA)	1,956	1,675	(14.4)
27	27	Kahlua	Walker (GWL)	1,550	1,600	3.2
24	27	Kessler	Calvert (S)	1,766	1,600	(9.4)
26	28	Johnnie Walker Red	Somerset (NS)	1,585	1,506	(5.0)
30	29	Old Crow	National	1,287	1,441	12.0
29	30	Southern Comfort	Brown-Forman	1,304	1,312	0.6
28	31	Calvert Extra	Calvert (S)	1,388	1,300	(6.3)
32	32	Old Grand-Dad	National	1,255	1,250	(0.4)
35	33	Old Smuggler	G&W Sales (GWL)	1,088	1,208	10.0
31	34	Wolfschmidt	Seagram	1,262	1,135	(10.1)
34	35	Tanqueray	Somerset (NS)	1,110	1,110	—
36	36	Crown Royal	Seagram (S)	1,025	1,100	7.3
33	37	Chivas Regal	General Wine (S)	1,196	1,075	(10.3)
31	38	Imperial	Walker (GWL)	1,262	1,073	(15.0)
37	39	Castillo Rum	Bacardi	1,019	1,025	0.6
—	40	Bailey's Irish Cream	Paddington (PC)	780	1,000	28.7

E-Estimated.
Key to parent corporations:
(AB) American Brands, (G) Glenmore, (GWL) Good'eham & Worts Ltd., (NS) Norton Simon, (PC) Paddington/Carillon, (RA) Rapid-American, (S) Seagram.
Source: Lehman Bros. Kuhn Loeb, New York.

Nude Beer fight won't die

By RUTH STROUD

TUSTIN, CAL.—Nude Beer simply won't cover up.

The bottle with the bare-breasted woman on the label (AA, Oct. 18) is causing havoc in the California courts and angering officials in New Jersey, where the beer is brewed.

Its promoter, William Boam, president of WFB Mfg., has filed a $100 million lawsuit against the California Department of Alcoholic Beverage Control, claiming it has held up a decision about whether he can sell the product in California. He is threatening to follow with a $1 billion action against the state of New Jersey for restraint of trade in not allowing him to ship the brew overseas despite federal approval.

The California case, which officials say marks the first time a label disapproved on the basis of contents has been contested in the state courts, was decided in Mr. Boam's favor last month by Sacramento administrative law judge Charles Bobby.

But the ruling has been held up by members of the Department of Alcoholic Beverage Control "who are trying to promote their own individual beliefs as opposed to doing what they're supposed to do," according to Mr. Boam's attorney, Jeffrey Walsworth.

While awaiting the latest ruling from the California department, which is expected Feb. 7, Mr. Boam has prepared an alternate label, featuring a bikini-clad woman, which he plans to submit to the department. He also has started distribution of Nude Beer Nuts, glass containers of dry roasted peanuts with two photographs of bare-breasted women on the label.

Post Co. buys electronic database publisher

WASHINGTON—The Washington Post Co. has bought into the electronic database publishing business, the first purchase by the company under its electronics-minded president, Richard Simmons.

Under the Simmons regime, the Post Co. also is seeking government licenses to operate new cellular telephone services.

The acquisition, for an undisclosed price, of Legi-Slate gives the Post Co. a vehicle with major expansion possibilities. Legi-Slate, a sophisticated two-way data service, tracks legislation and regulation daily by electronically chronicling the "Congressional Record" and "Federal Register," the official billboards of the U.S. government.

The same type of coverage of the Texas state legislature is provided, and Legi-Slate founder Curtiss Grove, who will continue to head the operation for the Post Co., believes state-by-state expansion is an exciting prospect.

Legi-Slate currently serves more than 250 clients, providing synopses of all legislation, congressional actions, floor votes and regulatory agency actions. The information is updated daily.

Mr. Grove, 51, once a research executive for McCann-Erickson, Chicago, believes there is potential for adding editorial copy from the *Washington Post* and *Newsweek* to the data offered by Legi-Slate.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

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orts Marketing

The 1984 Olympics: In top form

See Magazine

FCB unravels Aitkin woes

By GAY JERVEY

Foote, Cone & Belding continues s investigation into financial ir-egularities at its Philadelphia-ased subsidiary Aitkin-Kynett, ut already it appears that the mount of money involved is uch greater than originally be-eved (AA, Jan. 31).

According to Aitkin chairman ohn Newhall, "embezzlement"— "defalcation" as he stresses is e correct legal term—has been anspiring since 1979 and pri-arily involved the issuing and shing of unauthorized checks. n executive who no longer works the agency is under suspicion.

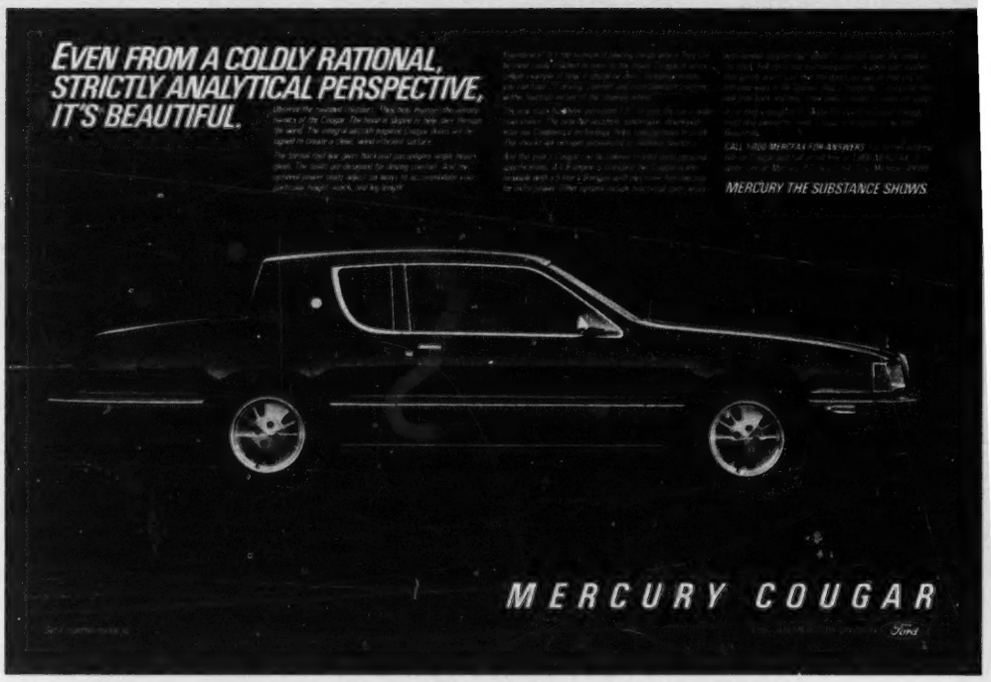
Although neither Mr. Newhall or FCB senior vp-finance Allan Vilson would confirm any figure, sources in Philadelphia are placing it in six-figures, with some estimates exceeding $200,000.

"We have an idea of how much money is unaccounted for," said Mr. Newhall, who explained that due to the labyrinthine process of piecing together the defalcation, he could not be more specific. "It takes a long time to unravel the various ways this was done, the deceptive practices. It could take as long as six months."

■ He added that other, far less ominous reasons, *e.g.*, routine accounting errors, could account for some of the discrepancies.

Said Mr. Wilson: "The state of our investigation at this point just would not allow me to confirm or

(Continued on Page 58)


EVEN FROM A COLDLY RATIONAL, STRICTLY ANALYTICAL PERSPECTIVE, IT'S BEAUTIFUL.
MERCURY THE SUBSTANCE SHOWS
MERCURY COUGAR

New Cougar pounces into the auto market

Strategy for the new Mercury Cougar is hammered home in its headline: "Even from a coldly rational, strictly analytical perspective, it's beautiful." Three-page print units are set to break in newsweeklies; network tv exposure broke over the past weekend. Young & Rubicam, Detroit, is the agency.

world news roundup

Geneva—Leo Burnett Co. has opened a pan-European office ere with $5.5 million in billings from Philip Morris Inc.'s Marlboro and even-Up Co., and Apple Computers. The agency is also going after pan-uropean accounts from Swiss-based Nestle and Procter & Gamble, a urnett client now in the U.S. and Latin America only.

Tokyo—Coca-Cola (Japan) this spring will launch a new atorade-type drink, Aquarius, followed by Fresca and Diet Coke. In razil, Coke will face a new competitor, with major beverage marketer ompanhia Cervejaria Brahma introducing Kita-cola this week, via Ted ates affiliate Denison.

Eindhoven—Philips N.V. will soon open a Moscow office, to ave the way for sales of tv sets, telecommunications equipment and, ventually, consumer electronics.

Milan—Angelo Rizzoli, president of Italy's scandal and ebt-ridden Rizzoli publishing empire, resigned last week, with other top-evel resignations expected to follow.

Cologne—The recently merged Quaker, Latz Co. has varded its $1.7 million Latz dog food account to Team/BBDO, Duesseldrf. The brand was not advertised last year.

JWT demands ad rate pledges

By STUART J. ELLIOTT

New York—Spurred by reports of magazines breaking ad rates, J. Walter Thompson USA has gone ahead with plans to solicit pledges from publishers affirming they give the agency's clients "the lowest rates available."

The letter, a copy of which was obtained by Advertising Age, states that JWT will "support the system of buying by published rates" if a magazine "adheres strictly to its published rates."

But if magazines are making deals, the letter reminds publishers of a clause in the agency's order and contract forms that calls on them to "make an appropriate pro rata rebate" if space is sold to others at lower cpms.

The letter, dated Jan. 21, asks the publishers to "note, sign and return a copy" which will be provided to them by JWT's media directors, who "would like something in hand to show their clients acknowledging that you are aware of our position and that you continue to be in accord with our terms." It is signed by Thurman Pierce, vp-U.S. manager, print media.

Amidst reports that magazines were bending their rate cards in order to snare business during these tough times, JWT had earlier said it was thinking of seeking assurances that it was buying at the best available rates (AA, Nov. 1 *et seq.*). Concern over the problem prompted JWT to dispatch the letter, a spokesman said. Most major agencies have such clauses in their order and contract forms, but JWT is one of the first to jog the magazines' memory in the wake of reports of widespread rate-breaking. NH&S/New York says it has been

(Continued on Page 58)

highlights

Monday, February 7, 1982

McCann-Erickson media director Gene DeWitt, in a major about-face, says no McCann clients will have a financial interest in his proposed prime time ad hoc tv network. *See Page 6.*

Federal Trade Commission is trying to give a lift to leaders of the American Bar Assn., pushing a new professional code that opens the way for wider use by lawyers of direct-mail and broadcast advertising. *See Page 10.*

Time Inc. and McGraw-Hill had opposite results for their magazine and book divisions in 1982, their yearend fiscal reports show. *See Page 10.*

Auto dealer ads touting cut-rate prices and below-market interest rates are drawing fire in several major markets around the country, and local Better Business Bureaus are digging out from a blizzard of complaints. *See Page 12.*

Cable Health Network, a 7-month-old, ad-supported cable service, secured $50 million in long-term financing from six banks and institutional investors. *See Page 14.*

Century 21 International, the real estate network that built its position as the U.S.' top chain during the '70s, is tracking a new course into the financial services field. *See Page 14.*

Revlon is rushing into 1983 with new products, new ads and increased budgets that far exceed the rate of inflation as the company goes after an increased market share. *See Page 22.*

Two new electronic banking networks that give electronic consumers access to their home banks from anywhere in the country plan to have cross-country networks in place by the end of the year. *See Page 22.*

Arthur Treacher's Seafood, the fast-food chain floundering under three sets of management in three years, is attempting a comeback now that a series of legal brawls against former owner Mrs. Paul's Kitchens is over. *See Page 31.*

Hollywood publicists are meeting on how to react to the recent rough treatment of stars by *TV Guide*. *See Page 54.*

Century Publishing has proposed to revive *Inside Sports*, which suspended operation in November, though rival *Sport* has filed a suit against the possible new owner. *See Page 58.*

Cover illustration by Raymond Smith.

CORPORATE CLOSEUP

Chattem is boosting its consumer products business with the planned acquisition of A.H. Robins' Quencher line. *See Page 4.*

VIDEOTECH

Armed with vcrs, thousands of professional women now are taping their favorite daytime soap operas and viewing them at night. *See Page 34.*

"Hill Street Blues" was the weekly program most often recorded off the air for later viewing by 250 videocassette recorder households surveyed in the 1982 Videostat diary study. *See Page 34.*

Gathering detailed demographic and program selection information about tv users in the future may be as easy as pressing a button, according to A.C. Nielsen Co., which this year will test a new electronic push-button meter in one of the nation's top 10 tv markets. *See Page 38.*

MAGAZINE

Two admen tell of their struggles with alcoholism in the high-pressure environment of the advertising world—a world that some believe breeds drinking problems. *See Page M-4.*

Sports Marketing: Athletic competition may be the purpose of the Olympic Games, but recent Olympiads have been better remembered for off-the-field developments. We bring on-location news of preparations for the 1984 Winter and Summer Olympics in Sarajevo, Yugoslavia, and Los Angeles. *See Page M-9.*

First in a series of pages from our correspondents' notebooks: Latin American correspondent Laurel Wentz provides insight into the politics and economy of post-Falklands War Argentina. *See Page M-39.*

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Vol. 54, No. 6—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Yardley's Laughter for teens

By PAT SLOAN

While the fragrance industry has for all intents and purposes abandoned teen-oriented colognes and perfumes, Jovan Inc.'s Yardley of London division will bring out its own this spring under the girlish name of Laughter.

"We've looked at the entire market and found this the one area that's lacked development," said Thomas R.P. Measday, vp-general manager of Chicago-based Yardley.

Admitting that might be because the subcategory also has been a problem area for most of the industry, and virtually is controlled by two companies, Chattem's Love and Avon Products, Mr. Measday nevertheless believes the market has a $120 million potential at retail and is key to cultivating fragrance usage at an early age.

Through its two teen fragrances, Sweet Honesty and Zany, Avon is said to have built at least a $35 million-to-$40 million volume in the business, Mr. Measday said, "though no one really knows what Avon does."

Laughter's pricing is 25% less than that on Avon brands and "a

(Continued on Page 58)

Cartridge share plummets; can Atari recover?

By BOB MARICH

Atari's market share for videogame cartridges dropped 32% last year, according to one market analyst, with a disastrous fourth-quarter selling season contributing heavily to this nose dive.

The preliminary analysis, by A.G. Becker's Tony Hoffman, is one of the first estimates of the post-Christmas, 1982, videogame software marketplace. The study pegs the Warner Communications subsidiary's cartridge shipments for Atari's VCS console, which is also designated the 2600, at 32 million units. This amounts to 58% of the estimated 55.6 million VCS-format game cartridges shipped by the industry last year. In 1981, Mr. Hoffman estimated Atari's share in the same VCS-cartridge market was 90% of 29.3 million cartridges shipped. In units, this translated to 26.5 million Atari cartridges.

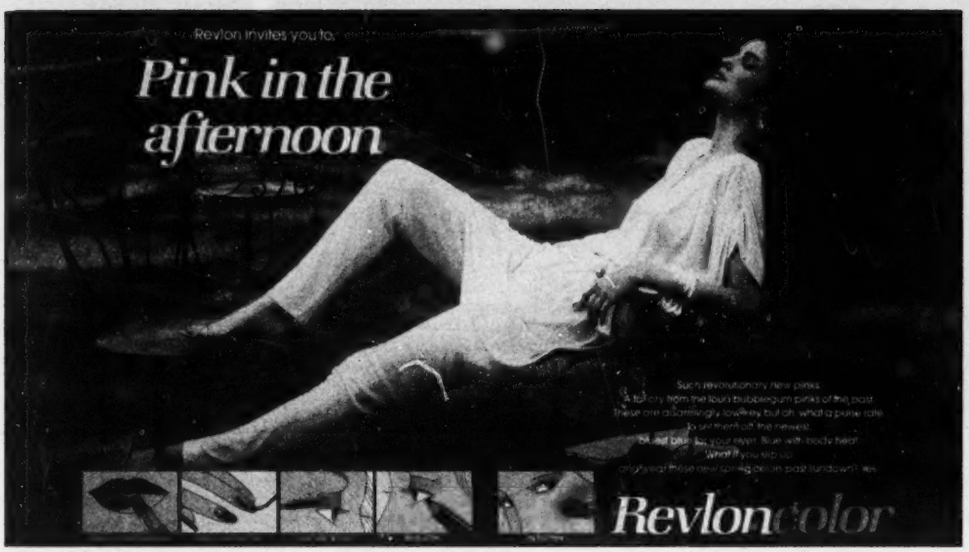
But Mr. Hoffman's 1982 estimate indicates that Atari continued as the clear leader among VCS cartridge marketers. Others were Activision with 11 million cartridges (20% market share), Coleco with 5 million (9%), Parker Bros. with 4 million (7%) and Imagic with 3 million (5%). Shipments by the remaining smaller marketers (including Mattel's M Network and U.S. Games) amounted to just 600,000, representing about 1%, according to Mr. Hoffman.

He cautioned that "millions" of cartridges shipped in '82 have not sold through to consumers as yet. Older Atari cartridges represent the largest surplus, he believes. He added a caveat that a better picture will emerge when all the software marketers reveal their fourth-quarter sales figures.

In what became painfully obvious when Warner Communications was forced to lower earnings

(Continued on Page 55)

Market shares for leading VCS cartridge makers (left).



Revlon springing a new color

"Pink in the afternoon," Revlon's new color promotion for spring, takes a bold approach to color as the giant cosmetics marketer seeks to build market share. (See story, Page 22.)

Ads, subscriber solicitations begin

'TV-Cable Week' debut sites set

By SUSAN SPILLMAN

Time Inc.'s *TV-Cable Week* tells its advertisers this week that the new guide's April 10 debut will be in Arlington, Tex., Audubon, N.J., Grand Rapids, Mich., Peoria, Ill. and two cities in South Florida.

A major media campaign, including spot tv, direct mail and cable advertising, will support in those markets, according to publisher Dan Zucchi, and in fact, already has broken. Radio and newspaper ads will eventually be added, he said, but the media mix in each market will be determined on a case-by-case basis. Ted Bates Advertising/New York handles.

As earlier reported, *TV-Cable Week* got off to a fast start with advertisers—specifically, a 600 ad-page commitment before publishing a rate card (AA, Dec. 13).

The Audubon cable system, owned by the New York Times Co., has 93,900 subscribers and is the nation's ninth-largest. Both the Grand Rapids system (at 71,100 subscribers, the country's 17th-largest) and the system in Peoria (with 46,500 subscribers) are owned by General Electric. The two independent cable operations in South Florida are in Pompano, with 50,000 subscribers, and Fort Lauderdale, with 35,500 subscribers.

While these are the only markets where direct-subscriber solicitation has begun, Mr. Zucchi said several other systems are expected to be on line by April and a number of others will sign up soon after that.

Industry sources said that among those systems expected soon to market *TV-Cable Week* to their subscribers are the Time Inc.-owned systems in Austin, Tex. (83,500 subscribers), and Orlando (76,100 subscribers).#

Hollywood fuming over "TV Guide's" get-tough policy. See Page 54.

Solution seen in limiting net syndication

By MAURINE CHRISTOPHER

With both the major networks and the independent tv stations finding something to cheer about in Justice Department's suggestions for revamped program syndication and financial interest policies, industry observers are wondering if Justice has opened a dialog that will lead to a compromise solution.

All three major networks were pleased that Justice supported their request that the Federal Communications Commission lift the rules keeping them out of domestic syndication and prime time co-production. Emphasizing the upbeat, they appeared to be postponing concern over the antitrust guardian's suggestions for alternate, more narrow domestic syndication rules to keep tv's Big 3 from dominating the offnet syndication market should FCC barriers be lowered.

It was this section of the department's filing that brought encouragement to one of the networks' most aggressive opponents, the Assn. of Independent TV Stations. It pointed out that Justice felt the networks will continue to be so strong, despite competition from new video rivals, that independents, advertisers and viewers will need to be protected from potentially collusive behavior.

The Justice Department indicated particular concern over the importance of offnet series to independents in programing their most valuable time period—late afternoon and early evening. The Justice filing gave several possible optional replacement rules, including one that would allow the networks to obtain offnet syndie rights to up to 50% of their prime time schedule. Another possibility: Let the Big 3 have a minority syndication interest in all their shows.

An INTV lawyer also found the filing encouraging as a harbinger of how the consent decree problem might be handled. All three networks now are banned from syndication and prime time co-financing by consent decrees and FCC rules. "We think they will insist on the same kind of protection against network dominance in the offnet syndication market if the decrees are revised," he said.

The Assn. of National Advertisers is expected to react coolly to the Justice Department's proposed revisions. ANA has not completed its study of the Justice file, but a source there was skeptical about just how much protection Justice's suggested options would afford independents and advertisers.#

Sunglass makers pin hopes on ad visibility

By PAT SLOAN

Sunglass marketers saw the economy reflected in their sales figures last year: Unit volume declined to 72 million pairs from 86 million pairs in 1981; dollar sales dropped to $720 million, from $870 million.

Nevertheless, the industry appears undaunted as it deals with plans for 1983, calling for a recovery based on expectations of higher advertising spending, new introductions and cooperative weather.

"Last year the entire industry spent $3.5 million on advertising, and this year we alone will spend $6 million," said Chris Mather, product manager for Corning Glass Works' new Serengeti and Chameleon sunglasses lines (AA, Nov. 15).

"With that kind of advertising, and if there's reasonably good weather from March to June, the. . .market should be terrific this year," he added.

The Corning, N.Y.-based company is not alone among sunglass marketers with plans for extensive advertising. Bausch & Lomb will put a full marketing program behind its Mirage and Expressions lines this year. Miami-based Visual Scene, a marketer that works with imports, is heralding a major tv

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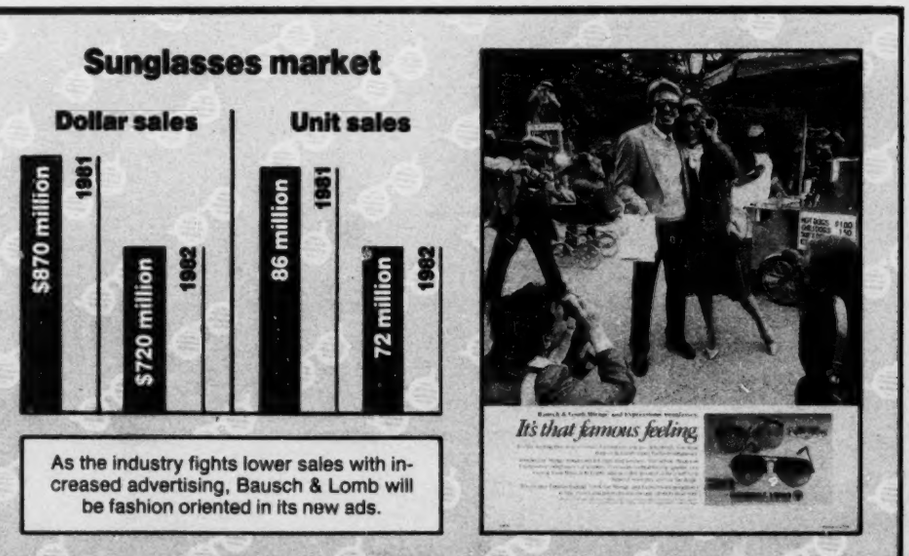

Sources: A.C. Nielsen General Sunglass Survey (1981) and Ad Age estimates (1982)

Ad Age chart by Bob Zani

Sunglass

(Continued from Page 3)

drive for 1983, with print support, through its agency, Antman Advertising. Foster Grant, said a spokesman, will see "some expansion of the ad budget along with a new campaign."

Leominster, Pa.-based Foster Grant will abandon "The flight"-themed commercials it has run in years past and air 30-second spots on NBC's "Today" and ABC's "Good Morning America." The company's ad effort, via longtime agency Geer, DuBois, is dubbed "100 Days of Foster Grant" and includes a 20-week flight of commercials that use talent from both morning tv shows as spokeswomen. They are Nancy Foreman, a life-style reporter for NBC's "Today," and Kathie Lee Johnson, who will fill in for "Good Morning America" reporter-interviewer-hostess Joan Lunden, now nearing maternity leave.

Considered more educational in nature than previous Foster Grant commercials, the new commercials come at a time when industry sources place traditional Foster Grant sales down by 30% and give poor marks to the company's introduction of Vidal Sassoon shades last year.

The Foster Grant executive admitted sales were off, but added, "decreases were pretty much in line with the industry's. There was some loss in share but generally those figures held up."

Sassoon, he said, "did not live up to our expectations basically, we believe, because it was a high-price line introduced at the wrong moment."

There are now no advertising plans for Sassoon, although the line is still in stores. (Curiously, Foster Grant is planning an ad test for a line of reading glasses that are prescription strength but sold without a prescription. Most states allow this kind of sale, the spokesman said, and the cost of such over-the-counter reading glasses is significantly less to the consumer than prescribed lenses.)

Foster Grant introduced Sassoon sunglasses last year in the $16-to-$20 price spread, betting that there was room for market growth in the higher price ranges. Now, the company says the growth just isn't at that end of the market. Competitors attribute the line's weak showing to styling that was perhaps too flashy, and difficulties in building a Sassoon franchise in anything but haircare. But the Foster Grant spokesman emphasized, "I certainly wouldn't want to bring out anything higher priced at this point."

Yet that is exactly what Corning and Rochester, N.Y.-based Bausch & Lomb are doing with their newest lines. The two companies see profit gains in the higher-price segments of the sunglass category, where unit growth eventually could total 10% annually.

Bausch & Lomb's consumer products division introduced its Mirage and Expressions lines last year, but because of a company-wide reorganization, marketing plans were not implemented on schedule.

Handicapped by a late start and the general deterioration of the market to boot, Mirage and Expressions did not enjoy a problem-free first year.

Priced at more than $20 and targeted to consumers shopping in optical stores, department stores and independent drugstores, the lines will be back this year with a full marketing program, one that includes advertising, something the glasses lacked in 1982.

While 90% of all sunglass units sold are priced less than $20, those above $20 account for $300 million in retail volume, according to Lee Hill, Bausch & Lomb vp-marketing and sales worldwide. Above $20, optical stores account for 41% of all sunglass dollar volume, followed by department stores, which account for 20% of dollar volume.

The question, however, has been how to get a significant number of consumers to trade up to pricier lines. According to Bausch & Lomb data, only 25% of sunglass purchases at prices above $20 are made on impulse, while those selling for less than $20 have a 50% impulse-purchase percentage. With the more than $20 glasses. 75% of purchases are planned.

Bausch & Lomb's answer to this question in part is to emphasize optical outlets this year. In that way, B&L believes it will be able to reach the 6 million consumers who already buy its contact lens products. Last year, independent drugstores were the biggest single outlet for its new sunglasses.

Bausch & Lomb remains the dominant contact lens producer, with above-average profitability despite competition from Continuous Curve, CooperVision and American Hydron, according to Salomon Brothers investment advisory service.

Playing on its equity in a quality image, Bausch & Lomb will more closely relate the two brands to its corporate heritage. Packaging and advertising from Hutchins/Y&R, Rochester, will spotlight the Bausch & Lomb name along with product quality information and a one-year limited warranty against breakage.

But mindful that fashion remains the main consideration behind sunglass purchases, the company's ad campaign will be themed around "That famous feeling" and the perennial paparazzi quest for celebrities at whom they can aim their cameras. The message is that Mirage and Expressions, and the wearers of them, will be noticed.

Interestingly, Bausch & Lomb will also offer a $3 rebate to any consumer buying either Mirage or Expressions and one of its contact lens solutions.

Like Corning, Bausch & Lomb seems to be identifying price voids in the market in order to build share. While Corning's Chameleon is priced from $12 to $25 to compete against Foster Grant, its Serengeti is positioned to compete against both Ray-Ban at the lower range of the high-price market ($41 to $70) and Porsche-Carrera at the top. Mirage and Expressions are in the high-$20s range, where Bausch & Lomb believes there is little or no competition. Bausch & Lomb plans to bring out another sunglass line, Wings, priced at around $60 and aimed at the sort of "Members Only" consumer, according to Mr. Hill.

Whether this upward-creeping price segmentation will work remains to be seen. Although a Bausch & Lomb breakdown of sales in 1982 pinpoints category strength in the $20-to-$40 range, the average price paid by a department store consumer for a pair of sunglasses was $12.12 last year. In optical outlets, the average price was $18.29, and in drugstores the average checkout price was only $9.58.

Some department stores also have chosen to discount sunglasses heavily. While the discounts have produced gains where taken, they also point to the retail maxim that a product's true price is only what it eventually sells for, not its original price tag.#

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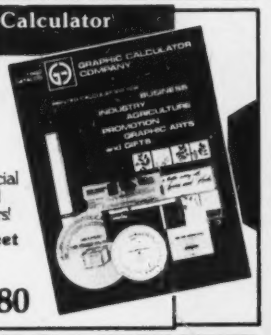

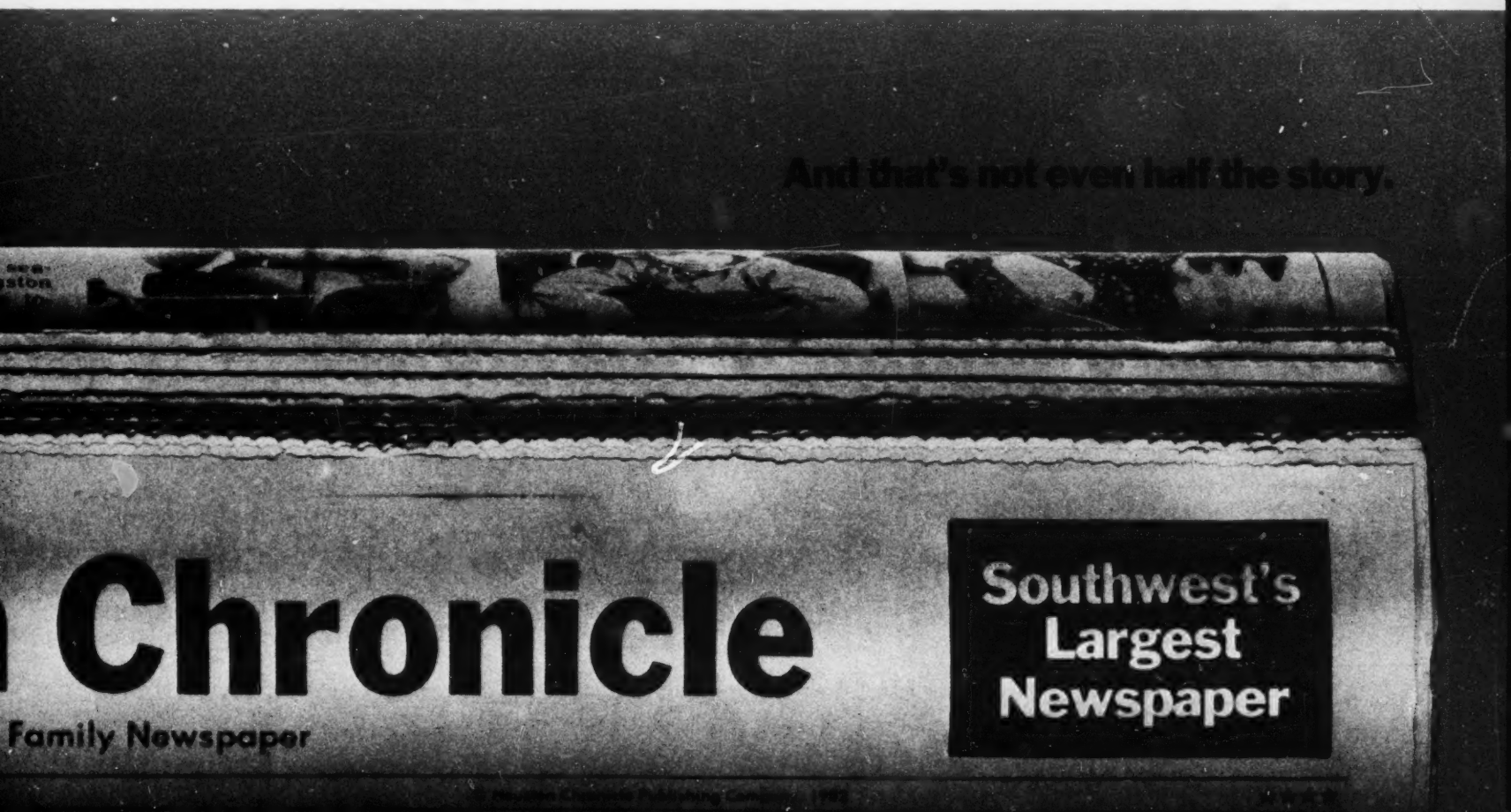

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Jovan, Omni feel Richardson-Vicks' wrath

By PAT SLOAN

The litigious Richardson-Vicks ce again is taking a competitor to urt. The defendants this time are echam Ltd.'s Jovan division and Omni subsidiary.

n the suit filed in Chicago fed- l district court, Richardson- cks' Oil of Olay subsidiary al- es unfair trade practices, prod- disparagement and deceptive vertising by Jovan and Omni for nni's about-to-be introduced 2nd but Moisture Retention lotion d cream. The company is seek- ing $5 million in damages and an injunction barring the ads.

A hearing on the suit has been set for March 8.

Advertising created by Jovan's former agency J. Walter Thompson USA has not yet broken, but Richardson-Vicks presumably was alerted to its content by the trade.

The controversy appears to center around Jovan's use of an independent laboratory to measure the moisture retention properties of 2nd Debut against its competitors, including one that is referred to as "the leading beauty fluid." A graph of the results traces moisture level readings over 12 hours. It then shows high moisture levels for 12 hours for women who used 2nd Debut while charting the "leading beauty fluid" as having little better moisture retention level than no moisturizer whatsoever.

The Oil of Olay suit claims those findings are false because "they are based upon the use of a machine that purports to measure the effects of different kinds of moisturizers on the skin when, in fact, the machine is inappropriate for that purpose," Olay said.

At least one industry executive contended that such measurement is not uncommon in the cosmetics and skincare category.

In July, 1978, Oil of Olay won four cases against products considered to be highly imitative. These included Life Laboratories' Oil of Life product, whose packaging was found to be deceptively imitative and was ordered changed. That product was pulled from the market in April, 1979. Jovan subsequently was sued in 1980 by Life Labs for using the trade name Oil of Life. Although Life Labs was denied a preliminary injunction that decision was later reversed, and Jovan was forced to stop using the Oil of Life name.

Last August, Richardson-Vicks settled a suit against General Nutrition Centers for selling hair and skincare products that caused confusion by their packaging similarities to its Mill Creek natural hair and skincare products. GNC agreed to stop selling the products by Nov. 1, 1982, to repackage its line and to pay unspecified monetary damages to Richardson-Vicks.

It also has a suit in process against Cococare Products, claiming the packaging on its moisturizer is imitative.

Oil of Olay now has about a 30% share, according to R-V. But that share, though still the largest share of any skincare marketer, is down from 34% in 1981.#

Videogames

(Continued from Page 3)

jections because of soft car- dge sales (AA, Dec. 13), Atari's st costly mistake was believing ovie license could translate into it cartridge, even without excit- game play, Mr. Hoffman said. ari's would-be fourth-quarter me blockbusters "E.T." and aiders of the Lost Ark" were the prits. Only "E.T." has emerged moderate success.

I think the story of last year is fully told yet," added Michele eston, an analyst at Cyrus J. wrence Inc. Her estimate puts Atari VCS cartridge total at 30 llion units, or 2 million fewer n Mr. Hoffman's estimate.

Atari is trying all sorts of stock- ancing programs with its retail- to try to take care of this prob- , so they don't have to take an ventory writedown," she contin- . "I think the jury's still out on ether it will succeed." (Warner mmunications is expected to re- t sales in April.)

Prices of both consoles and car- dges have fallen as marketers ned to discounting as early as fall.

Mr. Hoffman said that Atari me software sales can be ex- ted to rebound in the first half 1983 because home versions of coin-operated arcade games l be introduced. These include S cartridges of Centipede, Ms. c-Man, Phoenix and Galaxian.

While 55.6 million cartridges is shipment estimate for VCS- mpatible software, Mr. Hoffman ieves that when cartridges for er videogames like Mattel's In- ivision, Coleco's own ColecoVi- n and Magnavox's Odyssey 2 are luded, the total rises to 65 mil- n units. (Ms. Preston's figure s 65 million to 70 million car- dge units.) As a result, cartridge es topped $2 billion at retail.

While Atari took a bath in soft- re, its console shipments held amounting to 5.75 million VCS- e units in 1982, Mr. Hoffman d. This accounted for 58% of the 5 million units of the dedicated deogame market (excluding mbination videogame/home mputer units) that were shipped.

Atari's second-generation 5200 eogame console (not compatible h the VCS player) shipped and l 600,000 units (6% share) after ng introduced late in the year, Hoffman said. This gives ri's 2600 and 5200 consoles a mbined 64% market share.

n 1981, facing fewer competi- s, Atari shipped 3.05 million S consoles, holding a 67% share he 4.55 million videogame con- market that year.

t the end of 1982, Mr. Hoffman ired about one-half million vid- ame consoles remain in inven- with distributors or retailers. prices continue to come down, ri could still sell between 3 mil- and 4.5 million VCS consoles 983, Mr. Hoffman predicted, ite stiff competition from ad- ced units such as ColecoVision, improved Intellivision and i's own 5200.#

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C2710-1 2/18/83

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How small sporty cars stack up to ads – Page M-4

Advertising Age

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Southland Corp. is testing a Crispy Fresh Fry Foods system in Texas. Customer pours frozen items into a fryer, which then dispenses the cooked product. Ads are handled in-house.

Coffee group lines up sports stars for drive

By GAY JERVEY

The National Coffee Assn. breaks its $24 million generic advertising campaign this spring, a long-awaited effort aimed at reversing a 20-year decline in coffee consumption.

With a "Join the coffee achievers" theme, the Advertising to Women-created campaign will utilize eight celebrities, NCA spokesman Dave Kuhnert said. It will target young people—a new Pepsi generation, if you will—who don't count coffee in their frequent, habitual beverage repertoire. "We want to equate achievement and success with the beverage," Mr. Kuhnert said.

The first personalities to be contracted for the tv and radio campaign are sports figures—Cincinnati Bengals quarterback Ken Anderson and one-time New York City Marathon winner Allison Roe. New York marketing consultant Dan Dolgins serves as the campaign's coordinator.

Music purchased from Electric Light Orchestra rock group, "Hold on Tight to Your Dreams," will be a central part of the spots, which will note that coffee "both calms you down and picks you up."

According to Mr. Kuhnert, the first salvo in the campaign will involve advertising directed at the critical foodservice industry. Ads will urge restaurants and institutions "to serve better quality coffee," the NCA executive said. In September, the second phase will involve a consumer network tv and radio campaign aimed at the 20-to-30 age group that has been weaned on soft drinks.

■ The campaign has been long discussed in the coffee industry. Figures show U.S. coffee consumption on a per capita basis dropped from 3.12 cups per day in 1962 to 1.9 cups per day in 1982. It was first announced in August, 1981, with the agency appointment made the following month.

"There is a whole group out there who have been culturalized to sweet, preferably cold drinks," said a former coffee executive. "They have also lived through a decade of largely negative publicity about coffee. Thus, we saw the steady and consistent erosion of the entire category."

Funding comes from the NCA, comprised of roasters and others allied with the industry, and the International Coffee Organization, London, comprised of coffee-pro-

(Continued on Page 63)

Paul's, Van de Kamp's in fish market slugfest

By NANCY GIGES and JENNIFER PENDLETON

A major fish fight is breaking out.

Starting today, Mrs. Paul's Kitchens—the longtime leader of the $600 million-plus frozen fish market, which has lost share as a result of the aggressiveness of two once-regional brands—introduces an improved line of fish sticks and fish fillets designed to force competitor Van de Kamp's to stop running comparative advertising claiming product superiority. The ad expenditure will be $4.6 million just between now and the end of March.

And while that bait is dangling in front of consumers, Long Beach, Cal.-based Van de Kamp's Frozen Foods will move into test markets with a new product that claims to be "fresher than fresh"—a frozen fish fillet called Today's Catch.

Designed to create a new market for frozen fish among the large numbers of consumers who enjoy fish but refrain from buying it in supermarkets because of concerns about quality, Van de Kamp's describes Today's Catch as a significant innovation; it is actually headed, gutted and frozen onboard ship minutes after it's caught,

(Continued on Page 64)

Sweeps fare may deliver record net viewing levels

By DIANE MERMIGAS

ABC's "Winds of War" swept the prime time ratings scene last week, averaging a 39.3 rating, 54% share of the national tv audience for the first four nights that, if sustained through Sunday's conclusion, will make it the second-highest rated miniseries of all time, behind its own "Roots."

That could provide ABC with enough ratings momentum to win the February sweeps.

But it remains uncertain whether the total ratings average for "Winds," coupled with the ratings performance of "The Thorn Birds" in late March and ABC's new "second season" limited series (like "Condo," "Amanda's," "At Ease" and "Renegades") will be enough to slide the network past CBS in the season-long prime time ratings sweepstakes (AA, Feb. 7). Most observers still believe CBS will win in a close call.

The barrage of special sweeps programing that dominated prime time last week temporarily boosted the networks' declining combined share of the national tv audience each night. The networks' combined share of audience the first four nights of "Winds" was the highest on Feb. 7, with a 94 compared to a Monday night season average of about 82. The combined network rating on Monday, which was 69.6, also was the highest of the first four nights.

The networks managed to attract a 100% share of the nation's tv viewers 10:30 p.m. to 11 p.m. Feb. 7, on the strength of "Winds," NBC's "Television's Greatest Commercials" and CBS' tv movie "Packin' It In."

Over-all hut (homes using television) or viewing levels, which is the percentage of homes in U.S. watching tv, also skyrocketed last week compared to a year ago, and generally were up an average 5 million-to-6 million tv households from February, 1982. For instance, on Feb. 6, viewing levels reached 72.4, com-

(Continued on Page 60)

'Win
'Sho
tv miniseries record book

last minute news

Post launches Smurf-Berry Crunch cereal

WHITE PLAINS, N.Y.—General Foods' Post unit will spend $19 million in advertising and promotion to introduce new Smurf-Berry Crunch cereal, based on the characters licensed by Wallace Berrie. A $7.5 million tv drive from O&M, using "Smurf-speak" that calls the cereal "berry Smurfy," breaks April 9, supported with $11 million in promotion that includes 30¢-off inserts and subsequent direct mail. In-pack promos are scheduled.

Remy Martin picks Margeotes/Fertitta & Weiss

NEW YORK—Remy Martin Amerique has assigned the $4.5 million Remy Martin cognac account to Margeotes/Fertitta & Weiss following a review that included Ally & Gargano; Ayer; WRG, and Peter Rogers Associates. Former shop Mathieu, Gerfen & Bresner remains agency for Glenmore Distilleries, which gives up Remy's U.S. distribution rights April 1.

Brewer loses longtime Beech account to McCann

WICHITA, KAN.—Beech Aircraft has ended its 25-year relationship with Brewer, Kansas City, and assigned its $5 million account to McCann-

(Continued on Page 8)

Y&R the loser as Ford shifts corporate ads

By RALPH GRAY and JAY McCORMICK

DEARBORN, MICH.—Ford reshuffled its corporate and North American Automotive Operations marketing structure again. Young & Rubicam loses, Wells, Rich, Greene wins and J. Walter Thompson USA ties.

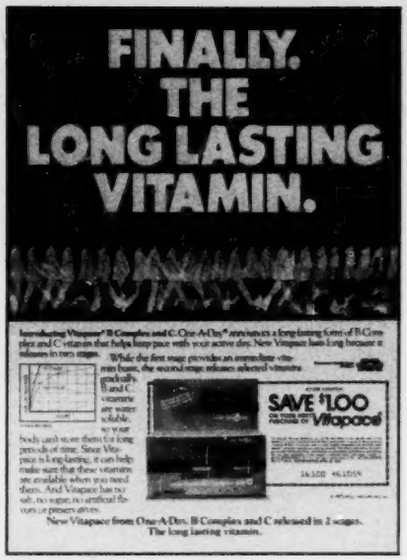
Y&R will give up the NAAO "Quality is Job 1" campaign, with an estimated budget of at least $13 million, at the end of the model year.

Thompson will lose a slightly smaller NAAO image campaign that stars racer Jackie Stewart, but most of the money from that campaign will return, along with Mr. Stewart, to JWT via the Ford division account.

The Q1 campaign will be folded in with the Ford corporate ads. "There's a Ford in America's Future," handled by WRG. WRG created the Q1 campaign for Ford corporate and handled it until last spring when NAAO grabbed control of its own advertising, installing Y&R, the Lincoln-Mercury agency.

"It was a matter of streamlining the operation," said a NAAO spokesman in explaining the new shift. Image advertising had

(Continued on Page 64)



Into the race

Vitapace vitamins "from One-A-Day" is how color page ads from Miles Laboratories bill this latest entry in the competitive market. J. Walter Thompson USA, New York, is handling the launch (AA, Nov. 1).

Ad hoc nets rapped as threat to free tv

By CRAIG REISS

NEW YORK—While the heads of the Big 3 tv networks adopt a wait-and-see approach to the latest wave of ad hoc tv network proposals, there are rumblings in network executive suites to the effect that the movement could threaten the future of free tv.

"This kind of thing has been tried before and it hasn't worked," said ABC Network TV president James Duffy. "If the independent stations can get together among themselves, more power to them. But if this kind of thing starts to involve network affiliates, then it will tear down the system of free television that we know today."

Mr. Duffy was responding to proposals from McCann-Erickson, Metromedia and film producers for stations, both independent and network-affiliated, to clear one night each week to run theatrical films that have not been shown on network tv (AA, Jan. 24, *et seq.*). His comments, however, were clearly targeted at Metromedia, which operates seven tv stations currently, including an ABC and an NBC affiliate.

"Metromedia is not just independent stations," said Mr. Duffy. "If they have their affiliated stations preempt the network programs on a sometimes basis, they will be contributing to the short-circuiting of the supply of network programing in the long run. It is a short-sighted view on their part."

This latest spate of activity on the ad hoc network front was launched at the Assn. of Independent Television Stations convention in Los Angeles last month, when Showtime senior vp-programing Greg Nathanson called on independents to join with the pay cable service in securing syndication rights to feature films, and when McCann's media chief Gene

(Continued on Page 60)

'M*A*S*H' a lesson in affiliate relations

NEW YORK—For the third time in three weeks, the Feb. 28 final episode of "M*A*S*H" has been rescheduled by CBS-TV.

Since the start of the year, the heavily promoted "M*A*S*H" finale, originally slotted from 9 p.m. to 11 p.m. (ET), has been expanded to 2½ hours and scheduled to start at 8:30 p.m., then pushed up to 8 p.m., and finally moved back to 8:30 p.m.

The activity reveals the delicate diplomacy required in handling network affiliate relations. It also underscores the power of the affiliates to force the network to compromise, as well as the high stakes involved in a one-time-only special expected to pull a national audience rating of between 45 and 50.

The question of when to start the "M*A*S*H" finale has been pending since the CBS regional affiliates meeting in Arizona last month. At that time, CBS Entertainment reported that additional footage beyond the anticipated two-hour special was good enough to warrant expanding the episode a half-hour. The affiliates quickly voiced the hope that the overrun would not cut into their local news, since these stations see the "M*A*S*H" finale as a powerful lead-in to the news at the end of the February ratings sweeps period.

The network responded by moving the starting time for "M*A*S*H" to 8:30 p.m. This also would enable CBS to help "Alice." That CBS series, lifted earlier from the prime time schedule, was being given a second chance by being slotted as the "M*A*S*H" lead-in.

But at least 13 of the 18 CBS affiliates in the top 75 markets that held syndication rights to "M*A*S*H" informed the network that they would be preempting "Alice" at 8 p.m. to run the original pilot to "M*A*S*H," making Feb. 28 an all-"M*A*S*H" night. At the same time, NBC said it would begin its movie that night, "The Night the Bridge Fell Down," at 8 p.m.

As a result, the network moved "M*A*S*H" up to 8 p.m., countering the NBC movie's potential impact and forcing affiliates still bent on preempting "Alice" at 10:30 p.m. to run the "M*A*S*H" pilot after the finale—a move that station managers agreed weakened the impact and logic of the preemption.

Nevertheless, CBS affiliates in Dayton, Memphis, New Orleans and Syracuse went ahead with plans to preempt "Alice" at 10:30 p.m. in favor of the "M*A*S*H" pilot or an expanded local news show centered on the "M*A*S*H" theme. At least four other markets still were considering preempting "Alice" as of Feb. 8.

And still the cries went out from the affiliates to the networks, bitterly complaining that the 8 p.m. starting time sabotaged their opportunity to use the "M*A*S*H" finale as a lead-in to local news.

From all this came last week's solution. According to station programers, CBS affiliate relations executives told the affiliates that the entertainment division was resisting rescheduling "M*A*S*H" back to 8:30 p.m. since it feared even greater preempting of "Alice" at 8 p.m. According to these affiliate station programers, the network told them that "M*A*S*H" could be moved back to 8:30 p.m. only if there were some assurances that the preempting of "Alice" would be minimal. A compromise was struck and

(Continued on Page 60)

highlights

Monday, February 14, 1983

British Airways breaks a first look at the tactical side—with print ads—of its new campaign from Saatchi & Saatchi/Compton. *See Page 6.*

General Foods is eliminating 23 marketing research positions out of a companywide total of 233 in a continuing effort to cut overhead and improve profitability. *See Page 6.*

Leo Burnett Co. is going after European Procter & Gamble business with its new office in Geneva—its first agency in Switzerland. *See Page 10.*

After Dark Magazine is seeking to sell stock to subscribers of its monthly arts publication and then canceling their subscription and asking them to resubscribe or buy it on newsstands, after having filed for protection under federal bankruptcy statutes. *See Page 49.*

Although 1982 may have been an exciting year for McDonald & Little, Atlanta's largest ad agency, it was not necessarily one to remember. *See Page 56.*

Searching for a tighter hold on a home computer market that could rapidly surpass videogames in consmer popularity and sales, Atari is reviewing six agencies for its $11 million computer assignment, now at Young & Rubicam. *See Page 59.*

CORPORATE CLOSEUP

G.D. Searle & Co. is finally seeing tangible evidence that it discovered a gold mine with its low-calorie sweetener, aspartame. *See Page 4.*

FOLLOWUP

Anheuser-Busch's drive to convince beer lovers in Europe to quaff an American brew, a gamble that no other U.S. brewer has been willing to take on a major scale, has not met with immediate success. It is scoring in Canada and Japan, however. *See Page 12.*

INTERNATIONAL

The success of "E.T., the Extra-Terrestrial" as the largest-grossing film in U.S. history is billed for reruns all over the world. *See Page 22.*

VIDEOTECH

Despite the commercial tv networks' move toward more made-for-tv films and the pay cable-created ratings erosion for theatricals airing on ABC, CBS and NBC, there still is a lucrative network market for theatrical blockbusters. *See Page 35.*

Tv station executives in the three-largest markets in the country claim slipshod meter-based measurement of tv viewing is slanting the ratings that are used to place millions of dollars in local and national ad spots. *See Page 40.*

The new willingness on the part of CBS to allow the "tasteful" sipping of beer or wine in commercials—which breaks ranks with advertising guidelines traditionally followed by the networks—could fuel a special-interest group's crusade to ban or rigidly reform alcoholic beverage spots. *See Page 42.*

Prudential Insurance Co. of America has become the largest shareholder in United Satellite Communications, a direct-broadcast satellite service set for launch this fall. *See Page 42.*

Sex, violence and profanity on network tv were down dramatically during the last four months of 1982, according to the latest report from Rev. Donald C. Wildmon's Coalition for Better Television. *See Page 48.*

MAGAZINE

The latest in our Marketing on the Road series examines how the hot, little, sporty models measure up to their advertising claims. *See Page M-4.*

Hispanic Marketing: Its numbers are impressive and its members far from homogeneous; no wonder quite a few marketers seem at a loss as to how to tap this pool of consumers. *See Page M-9.*

The storybook success of the late Ed Thiele is revealed in one of a series of Bart Cummings' Benevolent Dictators interviews with agency executives. *See Page M-37.*

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Vol. 54, No. 7—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Replaces Datsun

Dodge on USFL field

DETROIT—Dodge has added its name to the roster of automotive sponsors for ABC's United States Football League telecasts.

Dodge will split exclusive advertising rights on the telecasts with Buick. Each will get nine regular-season games and one playoff game. They will share sponsorship of the league championship game in July.

The original plan for sponsorship of the league called for all auto sponsors of "Monday Night Football," the ABC broadcasts of National Football League games, to become sponsors of the telecasts of the new league.

But Nissan/Datsun pulled out and went with sponsorship of the USFL on cable tv's Entertainment & Sports Programming Network. Dodge stepped in and took its place. Chevrolet will be the truck sponsor of the games on ABC (AA, Jan. 24).

Pet projects of Chrysler chairman Lee Iacocca came into the Dodge agreement. Some 30-second charitable tv spots supporting the Statue of Liberty, Ellis Island Foundation will be co-sponsored by Dodge and the USFL. Mr. Iacocca is chairman of the foundation formed to restore the land-

FEB
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1983

Part of British Air campaign ready to fly

By ROBERT RAISSMAN

Although the new corporate image part of a campaign for British Airways from Saatchi & Saatchi/Compton breaks in April, a look at the tactical side of that campaign—print ads designed to lure both business and leisure travelers—will break in the U.S. in a week.

This British Airways campaign marks the first combined creative effort for Saatchi & Saatchi/Compton (AA, Jan. 31).

Most of the U.S. budget for the tactical campaign—which last year came to about $8 million—will be invested in attracting the business traveler with product and service-oriented advertising. The print ads will use surrealistic art that provides an unusual view of an airplane seat as British Airways touts its "widest seat" in its Super Club Class (the equivalent to other airlines' business class) and speed (via the "fastest seats" on its supersonic Concorde).

Returning to four-color magazine ads for the first time since 1978, British Airways will use *Business Week*, *Forbes*, *Fortune*, *Newsweek Executive Plus* and *Time*. Newspaper ads also might run in BA's gateway cities. A decision on whether to use spot radio has not been reached.

When Saatchi & Saatchi pitched the British Air account, it strongly pushed the idea of an image campaign, according to Don Ford, British Airways' marketing manager (USA). Saatchi had created highly successful image campaigns for British Petroleum and Dunlop in the U.K.

The 60-second British Air image spots will feature a number of celebrities at airports as they prepare to board British Air jets. Mr. Ford has not seen the tv spots yet. Only one has been filmed and, in keeping with the sometimes mysterious ways of the agency's creative whiz, Charles Saatchi, the client is being kept in the dark about the spots' actual look. "Actually," Mr. Ford added as an afterthought, "I've never even laid my eyes on Charles Saatchi."

The only reason it is known who some of the celebrities in the new campaign are is because one of them—Joan Collins of ABC's "Dynasty"—decided to talk to the British press during the filming of one spot. She also said Tony Curtis and Omar Shariff are in the spots. Mr. Ford said the airline tried to sign golfer Jack Nicklaus, but Mr. Nicklaus sought a longer-term relationship than the airline was willing to give him. The celebrities are being paid in free British Air tickets, Mr. Ford said.

Robert Morley, the 75-year-old actor who has served as British Air's U.S. spokesman for eight years, again will appear in the U.S. image spots. Mr. Ford said Mr. Morley is not used in the U.K. campaign because British audiences are not as smitten with his commercial work as are the Americans. The BA executive noted that the same image spots will be used in the 80 countries the airline serves. This means the celebrities are recognizable worldwide.

The image campaign also will have another purpose. It will try to attract investors to buy British Airways stock.

In 1982, Mr. Ford said, British Air's worldwide advertising budget was $30 million. The 1983 budget has not been approved by the carrier's board, but Mr. Ford said it would be substantially higher than the 1982 figure. The budget for the image campaign, also not approved by the board, will be separate from the airline's worldwide budget.

Saatchi & Saatchi/Compton succeeded Foote, Cone & Belding, New York, Jan. 1.#

Every month over 5.9 million young women soak up our every word. 'TEEN is a true friend. We stimulate reader involvement; encourage both peer and parental dialogue. The results are positive. Each issue brings an avalanche of mail!

Our advice columns average over 25,000 letters per month. "The Great Model Search" last year drew 115,000 contestants and over a half-million photos. Our "Sportsgirl Car of the Year" sweepstakes attracted over 200,000 entries.

Response like this indicates a bond—a strong one—between 'TEEN and its readers. A bond which insures that your ad will be read and acted upon.

'TEEN at a $2.26 CPM,* a most efficient and credible way to have over one out of three young women 12-19 soak up your every word.

'TEEN
A True Friend

GF trims research

White Plains, N.Y.—General Foods is eliminating 23 marketing research positions out of a companywide total of 233 in a continuing effort to cut overhead and improve profitability.

A company spokesman said the "small reduction in marketing research personnel" has occurred "in response to strategic alterations in GF's businesses." The spokesman would not disclose the posts being eliminated, but he said they include a range of salary grades and functions.

He said the decision to make this move was generated internally and not as a result of a study that McKinsey & Co. is conducting for the company. Although some research services will continue to be handled within divisions, the company is also establishing a corporate services group that will provide marketing research to corporate and sector management, he said. Heading this new group will be John Webber, formerly director of client services. The spokesman said marketing research is the only area affected, but he said he is aware that all areas of the company are being reviewed.#

Graham heads Crain Books unit

Chicago—Jarlath J. (Jack) Graham, vp-communications and editorial development of Crain Communications Inc., will also take over as operating director of Crain Books, effective March 1.

He succeeds Rica Hagle, who has resigned to join his wife in an independent operation in the book publishing field.

Considerable expansion in the book and related fields is planned for Crain Books, which now publishes more than 50 books and self-help programs, principally in the marketing and advertising fields.

Mr. Graham previously was editor of Advertising Age, also published by Crain Communications.#

corrections & clarifications

- Dow Jones has discontinued its international air edition of the *Wall Street Journal*, contrary to an earlier report (AA, Feb. 7, P. 1).
- The correct January-through-December linage figures for the *Denver Post* Sunday magazine are 1,673.8 for 1982 and 2,263.2 for 1981 (AA, Jan. 24, P. 58).
- A chart of full-service, direct-marketing agencies (AA, Jan. 17

EAST LOS ANGELES TRIBUNE
93%
HISPANIC SURNAMED READERSHIP
A Scripps-Howard Community Newspaper
Contact
Hugo C. Garcia
Hispanic Market Coordinator
213-727-1117

Shopping the Hispanic supermarket

From rice to tea, geographic, ethnic picks show up

By Alan B. Miller

SAMI (Selling Areas-Marketing Inc.) has begun tracking product movement for Hispanic vs. non-Hispanic segments in seven major markets that account for 70% of all U.S. Hispanics.

In order to provide this product movement data, SAMI selected a sample of supermarkets within census tracts with predominantly Hispanic populations and compared sales with the census tracts of predominantly non-Hispanic populations. In census tracts with Hispanic populations of 50% or more the average level is 70.9% Hispanic. The average number of supermarkets in the seven markets in which Hispanic vs. non-Hispanic purchases are measured is 182 per market.

Alan B. Miller Jr. is vp-sales service manager with Selling Areas-Marketing Inc., a division of Time Inc., New York.

The U.S. Hispanic population is far from homogeneous in character. Their food store buying preferences can be influenced by geographical differences but more importantly perhaps are a result of their ethnic origin. In Texas, southern California and Arizona, most of the Hispanics have emigrated to the U.S. from Mexico. In San Francisco it is said that the Hispanic population tends to be second and third generation U.S. natives rather than recent arrivals from south of the border. The vast majority of the Hispanics in Miami is of Cuban origin, whereas the most prevalent port of exodus among Hispanics in the metropolitan New York area is Puerto Rico.

In order to assess the prevalence of both similarities and differences in purchasing idiosyncrasies of Hispanics vs. non-Hispanics on a market-by-market basis, SAMI has selected certain key product categories and, for the year ending Oct. 15, 1982, has indexed sales among shoppers in stores in predominantly Hispanic census tracts against 52-week volume in non-Hispanic areas. Category indices are arrived at by determining the sales per million dollars all commodity volume (ACV) for the category among Hispanic shoppers compared with non-Hispanic shoppers.

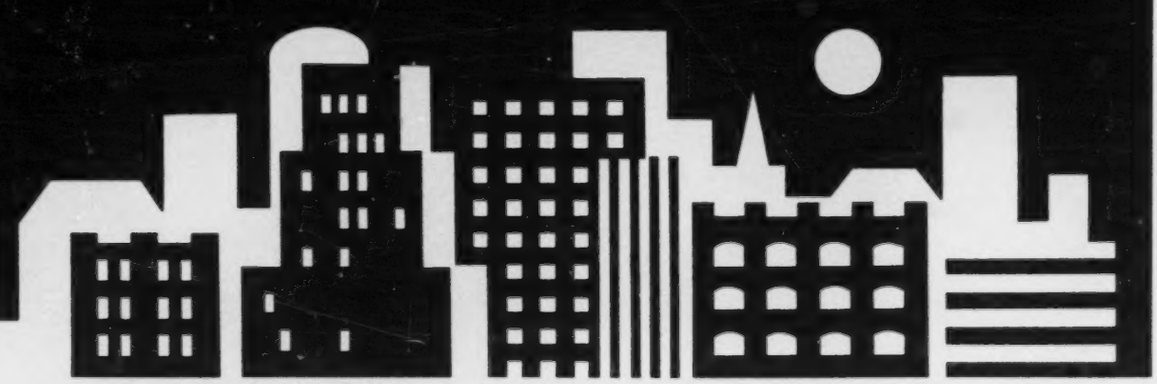
It would be dangerous to treat Hispanics as a stereotyped (marketing) population segment.

As an example, in the catsup category, the index of spending per million dollars of food store expenditures among Hispanics in the Phoenix/Tucson market is 118. This means that the expenditure among Hispanics for catsup is 18% higher per million dollars spent than is found in this market as a whole. In the New York market, catsup purchases among Hispanics has an index level of 90, or 10% below expenditures per million dollars among shoppers in all of the supermarkets in the panel combined.

On a category purchase basis, there are instances where Hispanic supermarket expenditures follow a constant pattern, either high or low, from one market to another. In the case of dried rice the expenditure per million dollars ACV among Hispanics is higher than the non-Hispanic level in all seven SAMI markets ranging from a high of 188 in Miami to a low of 110 in San Antonio/Corpus Christi.

In the tea bag category, the Hispanic index is lower than the non-Hispanic level with parameters of 92 for a high in El Paso to 64 in the case of New York. A product category with a wide range of variation from one market to another is wet dog food. Here the expenditure level per million ACV is high in Miami (147), El Paso (127), Phoenix (126) and Los Angeles (115), but lower than the average of the entire store sample in New York (61), San Francisco (68) and San Antonio/Corpus Christi (89).

FRESNO IS A SIN NETWORK CITY.



In Fresno, where ⅓ of the population is Hispanic, KFTV channel 21 is the only TV station in town that speaks their language.
With that kind of drawing power, it is little wonder that the latest Arbitron figures show that KFTV outperforms even the CBS and ABC affiliates at various times of the day, making it an ideal test market.
For more information about the SIN affiliate station in Fresno, contact August Ruiz (209) 268-4204.

21 KFTV/FRESNO-HANFORD
ANOTHER SIN TELEVISION NETWORK AFFILIATE

In the accompanying table, which shows 52-week indices of Hispanic purchases of selected product classes, the index is based upon the share of total category dollar volume in the ethnic panel stores vs. shares in the nonethnic panel stores in each of the seven markets. At this level, here again we detect instances where Hispanic shares are universally high as in "short goods" pasta, consistently low as with decaffeinated ground coffee or a mixture of strengths and weaknesses as is seen with the fruit punch flavor of single strength juice drinks.

The market-by-market flavor preference differences among Hispanics as compared with non-Hispanics in the same markets, is especially interesting. In Miami the highest flavor class index for single strength juice drinks is cranberry with a share index of 116. In San Francisco, Los Angeles, Phoenix and San Antonio, orange is the high-ranking flavor.

Among tea bags, Hispanics in El Paso and Miami opt for herbal infusion items compared with their non-Hispanic counterparts, while black-tea bags get the nod in Los Angeles and San Francisco.

Frozen chicken dish entrees are popular with Hispanics in all seven SAMI Hispanic markets ranging from a share index of 231 in Phoenix/Tucson to a relative low of 132 in Miami. Looking at the all-meat class of canned dog food (vs. maintenance) the Hispanic index to non-Hispanic in Phoenix is only 67.

However, in New York the all-meat (also premium priced) index is 106. On the other hand, the index for premium margarine among Hispanics in the New York market is only 67, compared with 133 in the San Antonio-Corpus Christi market.

Looking at the processed cheese category we find that individually wrapped slices have a higher share among Hispanics in six out of seven markets. Only in El Paso is the relative strength higher for regular wrap slices.

In the case of air fresheners, aerosols fare better from a share standpoint among Hispanics in six out of seven SAMI markets (data is not available in El Paso) than do solid air fresheners.

When Hispanic shares are studied on a brand-by-brand and market-by-market basis, there are also important similarities as well as variations noted. The study shows there are great differences when the brand level is reached.

There is no common denominator among Hispanics. They react differently in different markets to different brands.

Behaviorists may have logical explanations for some of these peaks and valleys in Hispanic consumption levels. Some weaknesses may be correctable through special advertising or promotional activities. Other preferences may be ingrained as part of an ethnic heritage. But it does appear from an assessment of these numbers that it would be dangerous from a marketing standpoint to treat Hispanics as a stereotyped segment of the population. Buying habits must be determined on a market-by-market basis.

Selected product classes
Index of Hispanic sales per thousand dollars vs. non-Hispanic

Category	El Paso	Los Angeles	Phoenix/-Tucson	San Antonio/-Corpus Christi	Miami	New York	San Francisco
Dry grocery: Food							
Regular coffee	NA	93	83	96	69	54	69
Catsup	88	114	118	96	99	90	94
Canned tuna	103	95	82	95	118	79	82
Single strength juice drinks	106	97	86	91	110	81	97
Pasta	120	111	108	98	98	74	100
Wet dog food	127	115	126	89	147	61	68
Tea bags	92	84	88	81	88	64	70
Dried rice	123	136	143	110	188	138	123
Frozen & refrigerated							
Frozen fish	109	103	89	97	94	80	101
Frozen single dishes	96	69	73	79	95	59	75
Margarine	115	97	101	97	103	79	88
Processed cheese	112	108	106	93	114	73	105
Dry grocery: Nonfood							
Air fresheners	NA	125	106	94	136	96	100
All purpose cleaners	124	126	131	98	140	95	101
Paper towels	95	109	92	101	133	81	81
Shampoo	NA	126	122	106	126	80	98

Source: Selling Areas - Marketing Inc.

Selected product classes
Index of 52 week shares of dollar volume—Hispanic vs. non-Hispanic

Product category/product class	El Paso	Los Angeles	Phoenix/-Tucson	San Antonio/-Corpus Christi	Miami	New York	San Francisco
Regular coffee							
Decaffeinated coffee	NA	75	71	89	75	76	85
Single strength juice drinks							
Orange	110	257	187	132	84	123	315
Cranberry	106	75	76	89	116	96	60
Fruit punch	95	111	121	95	98	118	108
Pasta							
Short goods	111	132	126	108	107	110	127
Egg noodles	84	72	67	72	71	90	75
Wet dog food							
All meat	89	88	67	95	101	106	79
Tea bags							
Herbal infusions	182	81	76	82	141	86	86
Black	94	106	105	100	96	101	107
Frozen single dishes							
Casseroles	85	77	52	87	98	81	67
Fried chicken dishes	179	198	231	177	132	133	209
Processed cheese							
Slices-individually wrapped	95	117	130	111	128	117	126
Slices-regular wrap	106	101	76	85	66	99	104
Air fresheners							
Aerosols	NA	98	110	101	105	136	120
Solid	NA	79	76	85	89	99	79

Source: Selling Areas - Marketing Inc.

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NOTE

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C2710-1 2/22/83

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Advertising Age®

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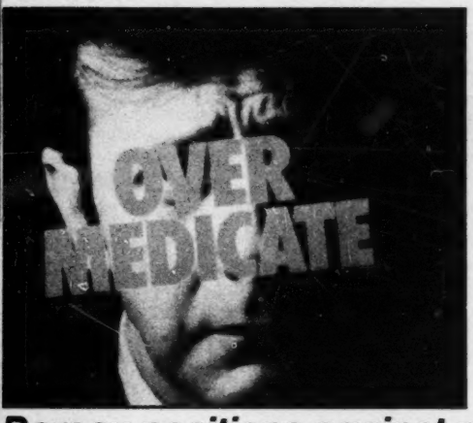

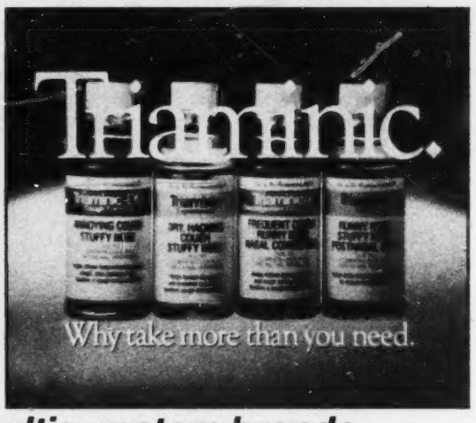

Dorsey positions against multisymptom brands

In new tv spots breaking this week, Dorsey Laboratories urges consumers not to overmedicate by taking a multisymptom product if they don't need it. It points out that Triaminic offers four different cold formulas. Print ads have been running. NH&S/New York handles the Lincoln, Neb., company.

CBS debates return to fold on guarantees

By CRAIG REISS

NEW YORK—CBS-TV Network, which during last year's upfront selling season took the bold and controversial stance of dropping audience demographic guarantees for advertisers, now is debating internally whether to give back the guarantees on certain types of nonprime time programing.

NBC has announced it will continue providing demographic guarantees in upfront sales, while ABC still is considering the issue. Sources at ABC, however, say it is leaning toward maintaining the guarantees.

These developments mark a dramatic turnaround from only a few months ago, when buyers and network sellers alike presumed the guarantees would be dropped by all three networks as a matter of course. Agency and tv sources attribute the change in network strategies to three primary factors.

First, they say, an exceptionally soft scatter-sales market in the fourth quarter of 1982 left the CBS strategy vulnerable to the whims of the marketplace. Next, NBC this year has attracted a younger and more urban audience, which allows that network to meet more easily the demographic performances covered in the guarantees. Third, ABC, which traditionally performs well in the most desired demographic categories, would be taking an unnecessary risk by dropping the guarantees.

The most significant development, however, is the apparent softening of the CBS position. If CBS gives back any guarantees, the other two networks virtually would be forced to continue their own demographic guarantees.

Jerry Dominus, vp-sales at CBS, said the network would continue to provide only total audience guarantees for prime time programing, but the possibility exists for providing demographic delivery guarantees next fall on broadcasts of National Football League games. The debate inside CBS still is being waged, Mr. Dominus said, and no final policy has been set.

"We expect there will be a difference of opinion between us and the agency buyers on the strength

(Continued on Page 70)

Time eyes women's book

By STUART J. ELLIOTT

NEW YORK—Is Time Inc. thinking again about a women's magazine?

According to reports, the communications giant is considering development of a magazine aimed at a female readership. Some speculation indicates the company is interested in a magazine for the executive and business woman, rather than a traditional women's service publication.

Time Inc. tried its hand at the latter in 1976-77, with *Woman*, a pocket-size weekly for what was dubbed "the changing American woman."

The results of a 12-city test in November, 1977, were described in terms ranging from "disappointing" to "a disaster," and the idea was shelved soon after.

Frank Lalli, deputy director-magazine development, told ADVERTISING AGE that whatever Time Inc. is working on, "it is not a revival of the 1976 project. We are not in any way reviving. . .[that] project."

Time Inc. is looking at six or seven ideas, Mr. Lalli said, a couple of which are "products that may have some mix of women readers." Asked if one is a magazine aimed at the business-executive woman, he demurred. "We look at a lot of things," he said. "We've made progress in a number of fields. This conversation is a little premature."

Fueling the tantalizing talk of a women's magazine is the presence of Judith Daniels, the founder of *Savvy*, who joined Time Inc. last year in a post she described as "a kind of r ving senior editorship." She was to spend four months at *Money*, followed by a stint at *People*, and then join the company's

(Continued on Page 68)

last minute news

Union Underwear picks Compton for BVD

BOWLING GREEN, KY.—Union Underwear Co. has appointed Compton Advertising, New York, as its agency for its BVD line of men's underwear. DDB and FCB also were finalists for the $3.5 million account, previously at Grey. Fruit of the Loom remains at Grey. The company said the growth of BVD has put the two brands in competition—thus, the decision to split the account. New ads are expected by Father's Day.

First-run film, 'Q Secret,' under way for Turner

HOLLYWOOD—The first full-length feature film made exclusively for first run on Ted Turner's WTBS superstation has begun development at Warren V. Bush Productions here. Called "The Q Secret," it is a four-hour, multi-million-dollar production to air over two nights in early 1984.

Sambo's drive set on name change to Season's

SANTA BARBARA, CAL.—Sambo's will introduce its new name—Season's—in a $5 million tv, radio and print campaign breaking March 21. Tv spots, directed by Chicago director Joe Sedelmaier, will emphasize food quality. "Season's—honest to goodness good food" is the theme. Radio

(Continued on Page 8)

Tv commercials in Germany for Blendax Anti-Belag (against plaque) toothpaste show a father illustrating for his child how the product works. Such a product would require FDA approval for U.S. marketing.

Its German toothpastes are plaque-fighters

Blendax may enter U.S.

By DAGMAR MUSSEY

The huge German toothpaste marketer, Blendax Werke R. Schneider, is making plans to bring a plaque-preventing toothpaste to the U.S., according to sources.

The private company, which is based in Mainz and had sales of about $210 million last year, would have to apply for Food & Drug Administration approval of its ingredient that fights plaque.

The new chief executive officer of Blendax, Wulf Horstkotte, refused to confirm or deny the reports. But he said that bringing a plaque-preventing toothpaste to the U.S. "would not be out of the question."

The company has selected an advertising agency in the U.S., sources say.

Neither competitors nor the company's German ad agency for toothpastes, Team/BBDO subsidiary Imparc, have heard anything about a U.S. move.

Blendax could bring either one of two toothpastes from Germany, or a brand-new product. Blendax holds 38% of the German dentifrice market with Anti-Belag, a toothpaste billed as plaque-preventing and introduced in 1975; Blend-A-Med, an antiperiodontal-disease toothpaste; Blendi, a brand for children, and several other toothpastes that do not get ad support.

Both Blend-A-Med and Anti-Belag contain the same ingredient: Sodium monofluorophosphate. The marketer needs FDA approval because the agency must approve any formula or package claims tying plaque

(Continued on Page 72)

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1983

'It' all over

Seeking a universal look for a "Coke is it" tv commercial to run around the world, Coca-Cola chose the preparation for a block party in Juan Les Pins, France. Shot by Tim Newman, principal of Jenkins, Covington, Newman, the concept was created by McCann-Erickson's Toronto office.

K-C fires first shot at P&G's Always test

By JENNIFER ALTER

In what is sure to be only the first in a series of maneuvers by feminine hygiene product marketers to protect their turf from Procter & Gamble, Kimberly-Clark is introducing a New Freedom "thin" maxipad into test market in Minneapolis/St. Paul.

The fact that Minneapolis/St. Paul is the market selected by P&G to test its new Always line of feminine protection products (AA, Feb. 7) is no coincidence.

According to a K-C spokesman, "It [Minneapolis] would have been one of the markets we'd have considered, but it probably would not ultimately have been chosen had not P&G selected it." The company said its new product has been in development "for some time," but that the Always introduction set for April "accelerated our move." Going into Minneapolis/St. Paul "gives us an opportunity to test our full line of products in a market where everything is going on."

■ After seeing the Kimberly presentation of its test plans, a retailer had a slightly different impression of the move, and of its announcement that it would begin discounting current New Freedom products to the trade even though they had just come off deal. "They want to send a message to P&G that it's going to cost them a lot of money to get into this market," he said.

To be shipped beginning Feb. 28, New Freedom thin pads are less than one-half the size of regular pads and do not contain superabsorbent materials, the company said. Billed as "a patented breakthrough in menstrual protection," the pad is designed to draw fluid into its inner core, where it is trapped and dispersed through the length of the pad, thus doing the job of a larger pad without the bulk. It comes in unscented and deodorant forms in boxes of 12 and 30.

Tracking the market test

First in a series

In sales presentations obviously geared to focus on what K-C perceives as a weakness in the P&G line, salesmen are pointing out that the growth of the thin segment has outpaced that of other pads—and will continue to do so.

The Always line consists of maxipads, minipads and pantiliners, but there is no "thin" product. The major competitors in the segment currently are Johnson & Johnson, with Sure & Natural, and Tampax with its Maxithins. According to K-C, consumer tests "against competing products" ranked the New Freedom product "tops in every cate-

(Continued on Page 68)

Ad Age, Ed Grosse plan weekly German edition

CHICAGO—The first weekly foreign-language newspaper based on the ADVERTISING AGE format will be launched in September in Germany.

The newspaper, called *Horizont-Advertising Age Deutschland*, will be in the German language and geared to the advertising and marketing communities in Germany, Switzerland and Austria. It is the first product of a new joint-venture publishing house, Grosse & Crain Verlag GmbH, owned by Crain Communications and Eduard Grosse, president of Grosse Verlag GmbH publishing house, Berlin.

The new publication will have its own editor and staff, but draw on the resources of ADVERTISING AGE's worldwide network of 20 full-

(Continued on Page 68)

Spot tv in new domestic markets gets emphasis

Pan Am cuts ads, exits net tv

By ROBERT RAISSMAN

NEW YORK—Pan American World Airways will trim its worldwide advertising budget by $3.5 million this year, and has dropped network tv from its media plan.

Armand Arel, director of passenger advertising at Pan Am, said the carrier's 1982 worldwide ad budget was $72 million. For '83, he said, it is $68.5 million.

The decision to stop network tv advertising, the executive said, fit in with the struggling airline's strategy to use spot tv in new local markets in which it intends to open service. "We intend to become more local-oriented," Mr. Arel said. "We will pay more attention to local markets and be more aggressive in a retail sense."

Pan Am last week began service to and from Minneapolis. Mr. Arel said it will be expanding service from Chicago to San Francisco and on to the Orient. "These types of things cannot be handled by network advertising at the moment," he said.

Mr. Arel noted that the bulk of Pan Am's budget will be spent in newspapers. He added that ads seeking business and leisure-class flyers will run in upscale magazines such as *Texas Monthly* and *Southern Living*. He said negotiations with other magazines were

(Continued on Page 70)

highlights

Monday, February 21, 1983

Adolph Coors Co. has chosen the name Golden Lager 1873 for a new full-bodied beer being prepared for market. *See Page 6.*

The Entertainment Channel, a joint pay-tv venture of RCA Corp. and Rockefeller Center TV that has been struggling to gain subscribers since its debut eight months ago, reportedly is on the verge of folding. *See Page 6.*

Couponing by beer companies is growing as the second-tier brewers fight the Big 2 and the damage recession has made in the market. *See Page 10.*

National Advertising Division of the Council of Better Business Bureaus has turned Washington State's "apple diet" into applesauce. *See Page 12.*

Though technically in FTC chairman James Miller's opposition party, there are no clear distinctions between new commissioner George W. Douglas and the chairman. *See Page 32.*

Fuel economy no longer is being emphasized in Lincoln-Mercury's new tv spots, as the gas glut has supplanted the gas crunch in the minds of most with emphasis on book reviews and life-style feature stories. *See Page 47.*

Edward Carter, who was recruited by Warner Amex Cable only 14 months ago, has left the fifth-largest multiple systems operator for a marketing slot at MCI Communications in Washington. *See Page 63.*

Philip Morris USA will test two new cigarets, Raffles and Players, using identical packaging and advertising for both. *See Page 68.*

CORPORATE CLOSEUP

Following the ravages of recession and after failing to meet targeted objectives, Oak Industries—the largest operator of over-the-air pay tv systems—has shaken up its top-level management and restructured its three subsidiaries. *See Page 4.*

FOLLOWUP

Lever Bros. will continue increased support for its Impulse deodorant/cologne this year,

INTERNATIONAL

Hot "breakaway" shops in Europe—many of them started last year in Britain by renegades from larger agencies—are heading into 1983 looking stronger than ever. *See Page 14.*

A wave of poisonings in which caustic soda was put in bottles of Coca-Cola, and which involved threats of more poisons added to other beverages, has swept Brazil. *See Page 24.*

VIDEOTECH

Early-morning tv for years was ignored by all but NBC-TV, but viewer interest surged and so did the interest of rivals ABC and CBS. *See Page 37.*

Frank J. Biondi, exec vp-planning and administration for Home Box Office, was named president-chief operating officer of the pay tv powerhouse. *See Page 37.*

MAGAZINE

Marion Harper's accomplishments—and failures—are revealed in excerpts from an "unauthorized" biography and from an interview with Bart Cummings as part of the Benevolent Dictators series. *See Page M-4.*

Test Marketing: The search goes on for the ultimate test market, a single city that can be probed to discover the buying spirit of the entire nation. *See Page M-9.*

Would you have hired Ernest Hemingway, Henry Wadsworth Longfellow or Henry James as an advertising copywriter? *See Page M-33.*

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Vicks near rollout of Lifestage

By PAT SLOAN

Richardson-Vicks appears to be readying a broad launch of Lifestage vitamins, testing in Marion, Ind., for the past year.

Although the brand has not been presented to the trade nationally, there are indications the company is looking to roll out the brand sometime around May.

A Richardson-Vicks spokesman acknowledged, "Our people are making prelaunch visits to six to eight of the larger factors in the trade to check the appeal of the brand, and the program that will be used for the launch."

He added, "In all probability the launch will be relatively soon. But the date has not been decided."

Additionally, Richardson-Vicks has moved Lifestage out of Shaller Rubin Associates, agency of record for new-product development, and assigned it to Benton & Bowles.

Richardson-Vicks already sells Plus vitamins through healthfood stores. Lifestage, a five-product line, is aimed at drugstores and super-

markets. Targeted at four differ-

Ads link full-bodied beer with company's founding

Coors readies Golden Lager brand

By ROBERT REED

Adolph Coors Co. has chosen the name Golden Lager 1873 for its new full-bodied beer being prepared for test marketing (AA, Jan. 24).

Still to be determined is if Golden Lager is the only name being considered for the brew, which industry sources expect will be introduced during the spring in parts of the Southeast and in some of the brewer's western strongholds. Coors officials refused to comment on the brew or confirm that a heavier-tasting product is in the wings.

The Golden Lager label features a ram's head against a gold-and-red backdrop. The label's inscription touts the brew as having a "full-bodied taste" from "ingredients with over a century of brewing." The ad theme is, "a whole 'nother breed of beer." Foote, Cone & Belding, Chicago, handles.

Coors is attempting to give its new beer added credibility by linking it with the past. The date 1873 is a reference to the founding of the brewery in Golden, Colo., by Adolph Coors and Jacob Schueler.

Golden Lager is expected to be premium-price. With that positioning and heavier taste, it will be locking horns with the likes of Anheuser-Busch's Budweiser and Miller High Life.

Coors has been expanding into the Southeast this year, and also is making inquiries to distributors in the upper Northwest.

In recent years, the lighter-tasting Coors Premium has been losing market share in Texas and California. Boasting an estimated 40% share in these states during the 1970s, the company's share has been whittled down to about half that. In comparison, A-B has garnered an estimated 48% share in California. Miller has tallied an estimated 27% share in Texas, while A-B has about 26%, according to Manny Goldman, analyst for Montgomery Securities, San Francisco.

In other industry news, Pabst Brewing Co. and West Germany's Furstlich Furstenbergische Brauerei have terminated their import agreement. The German brewer has established a wholly owned subsidiary in the U.S.

The Milwaukee brewer no longer will distribute Furstenberg Beir and instead will concentrate on turning around its own brands, according to the company.

Based out of Gaithersburg, Md., Furstenberg will attempt to go it alone in the imported beer market.#

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Ent. Channel to go under?

By SUSAN SPILLMAN

New York—The Entertainment Channel, a joint pay tv venture of RCA Corp. and Rockefeller Center TV that has been struggling to gain subscribers since its debut eight months ago, is said to be on the verge of folding.

Industry sources report that official word of a shutdown could come as early as next month, making it the second national cable network to go out of business. CBS Cable was the first to pull the plug on its subscribers in December. Executives of The Entertainment company refused to confirm or deny these persistent reports.

Entertainment Channel, headed by former CBS chief Arthur Taylor, has long had its share of industry skeptics. From the onset, the network faced a tough marketing challenge as it tried, for the first time, to get viewers to pay $12 per month for programing other than movies, sports or exclusively cultural fare.

Instead, calling itself a "broad but not mass-appeal network," it has sought to appeal to the 10% of all basic cable subscribers it claimed were dissatisfied with commercial network programing. The channel has about 45,000 subscribers and is available in 67 cable systems.

If the network folds, its losses could be well into the millions of dollars. Acknowledging high disconnect problems, the channel this month said it would revamp its programing and marketing at a reported cost of $8 million to $10 million.#

corrections & clarifications

• The correct December, 1982, lineage figure for the French edition of *Cosmopolitan* is 118.0 pages (AA Jan. 24, P. 58).

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ad linage

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	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
— Art & antiques —				
erican Artist	61.1	62.8	106.8	106.3
tiques	113.8	121.5	288.3	328.5
& Antiques (6X)	—	—	76.9	49.9
in America (11X)	84.1	110.8	166.3	224.1
rtfolio (6X)	—	—	48.5	49.0
uthwest Art	84.6	112.0	201.1	212.0
Total Group	**343.6**	**407.1**	**887.9**	**969.8**
% change	**−15.6%**		**−8.4%**	
— Auto/cycle/rec. vehicles —				
r & Driver	65.2	76.6	118.4	132.0
r Collector & Car Classics	20.9	22.0	40.6	46.7
r Craft	68.1	62.5	119.0	103.1
cle	74.8	65.3	110.3	119.5
cle Guide	45.0	47.1	71.6	83.5
cle World	63.8	43.3	88.3	90.0
ne Buggies & Hot VWs	56.1	47.9	113.9	92.4
nily Motor Coaching	96.7	72.9	214.5	175.8
Wheel & Offroad	53.8	35.9	101.6	68.0
r Wheeler	33.2	23.6	64.6	48.6
t Rod	56.3	45.6	87.9	71.6
torcyclist	43.7	42.9	64.4	81.1
tor Trend	56.4	50.3	95.1	84.2
torhome	57.4	—	116.6	60.1
kup, Van & 4WD	29.0	15.5	50.6	42.1
ad & Track	67.5	83.9	145.1	149.8
Wheeling	22.8	27.7	47.4	27.7
ler Life	92.7	83.0	180.8	165.4
Total Group	**1,003.4**	**846.0**	**1,830.7**	**1,641.8**
% change	**+18.6%**		**+11.5%**	
— Boating & yachting —				
ating	117.3	114.9	236.1	254.8
esapeake Bay	27.3	26.5	50.1	46.9
ising World	123.7	112.0	245.5	238.0
tor Boating & Sailing	196.3	196.2	339.5	329.1
dder	19.2	18.8	36.6	39.3
	119.2	146.3	222.0	307.4
& Pacific Clipper	66.3	68.8	134.1	149.6
ler Boats	26.5	26.4	46.6	50.2
chting	126.2	155.9	321.2	424.9
Total Group	**822.0**	**865.8**	**1,631.7**	**1,840.2**
% change	**−5.1%**		**−11.3%**	
— Canadian —				
ctualite	36.2	53.0	67.0	86.8
atelaine:				
English Edition A.	79.3	86.5	145.4	139.5
French Edition	69.0	72.5	124.3	116.9
ancial Post Magazine A.	35.9	35.5	53.6	57.3
e A.	—	—	45.6	47.6
memaker's Magazine	96.5	88.3	96.5	88.3
dam Au Foyer	74.2	61.0	74.2	61.0
cleans (52X) A.	89.2	89.7	156.9	160.5
ader's Digest:				
Canadian-English A.	59.1	63.1	115.0	124.9
Canadian-French A.	53.4	66.5	105.4	131.9
onto Life	60.0	67.0	110.0	139.0
Total Group	**852.8**	**883.1**	**1,093.9**	**1,153.7**
% change	**−4.4%**		**−5.5%**	
— Civic/fraternal —				
erican Legion	36.8	45.3	78.0	82.0
s Magazine (10X)	32.3	32.5	67.7	58.2
vanis Magazine	18.0	14.2	37.7	26.1
n (10X)	6.3	7.0	11.8	12.0
ose Magazine	28.0	31.0	28.0	31.0
tarian	11.5	16.0	31.0	35.1
.W. (10X)	38.7	32.5	76.6	64.6
Total Group	**171.8**	**178.5**	**330.8**	**309.0**
% change	**−3.9%**		**+7.1%**	
— Comics —				
chie Comic Group (6X)	10.0	10.0	10.0	10.0
Comics	9.0	7.0	18.0	14.0
rvey Comic Group	—	8.0	—	16.0
rvel Comics Group	10.0	10.0	20.0	20.0
Total Group	**29.0**	**35.0**	**48.0**	**60.0**
% change	**−17.1%**		**−20.0%**	
— General —				
erican Forests	10.4	13.1	24.2	27.2
erican West (6X)	—	—	29.3	18.3
e Atlantic A.	35.5	21.9	70.0	42.0
dubon Magazine (6X)	—	—	30.9	25.1
n Appetit A.	75.3	74.8	134.5	130.3
anging Times	36.0	36.6	58.6	61.5
sine Magazine	30.3	33.8	56.6	64.8
ony	86.1	79.7	145.9	131.0
y Plus	26.0	40.5	52.7	63.0
mes	36.9	—	62.3	26.3
e	24.0	16.0	48.6	36.0
urmet	59.3	57.0	102.0	102.0
rper's Magazine A.	15.3	13.0	33.9	28.0
's Live	60.7	78.0	131.7	150.5
	36.8	42.9	118.8	112.2
dern Maturity (6X)	40.6	33.2	40.6	33.2
ney	105.7	96.9	169.5	172.9
neysworth (4X)	—	18.2	17.4	33.5
ther Earth News (6X)	—	—	62.3	51.1
seum (6X)	23.0	38.0	23.0	38.0
tional Geographic	18.5	17.3	35.3	38.1
tural History	35.4	28.3	70.2	69.0
vention	78.2	72.9	150.6	142.3
chology Today	24.4	31.2	41.5	70.8
ader's Digest A.	71.8	67.4	132.9	136.6
turday Evening Post (9X)	—	—	46.2	47.2
Signature	55.9	53.6	93.2	100.8
Smithsonian	72.3	77.0	127.8	140.7
Success	36.8	29.4	75.1	45.9
Town & Country	102.0	122.3	177.0	186.2
Travel/Holiday	42.6	49.2	85.1	88.7
Travel & Leisure	68.1	86.6	126.8	136.6
Video	61.2	48.2	132.4	97.5
Video Review	64.3	67.2	129.3	126.9
Writers Digest	24.1	26.2	49.7	50.0
Yankee	86.4	83.3	173.6	165.3
Total Group	**1,507.0**	**1,553.7**	**3,059.5**	**2,980.5**
% change	**−3.0%**		**+2.7%**	
— Home —				
Americana (6X)	—	—	30.8	26.3
Architectural Digest A.	95.4	104.7	172.1	179.9
Better Homes and Gardens	87.5	95.7	150.3	169.8
Colonial Homes (6X)	—	—	49.5	59.1
Country Journal	43.2	46.3	100.1	96.3
Country Living	50.4	36.4	85.2	38.4
Dallas/Ft. Worth Home & Garden	51.1	38.4	107.8	86.9
Early American Life (6X)	—	—	24.5	35.9
Family Food Garden (6X)	—	—	48.6	45.0
Family Handyman (10X) A.	67.4	68.2	129.6	130.5
Flower & Garden (6X)	53.2	62.1	53.2	62.1
Home	21.7	21.4	48.4	58.2
Homeowner's How To (6X)	—	—	30.9	27.8
Horticulture	34.4	27.6	79.0	78.7
House Beautiful	64.7	65.0	133.2	122.9
House & Garden	52.3	81.9	143.7	153.5
Houston Home/Garden	80.1	88.8	164.8	175.7
Metropolitan Home	52.4	58.8	100.2	104.6
New Shelter (9X)	53.0	40.1	106.7	82.9
1001 Home Ideas	36.7	27.0	61.5	47.8
Organic Gardening	102.2	91.9	199.9	185.7
Phoenix Home/Garden	41.5	45.3	82.4	93.5
San Diego Home/Garden	68.2	52.0	124.3	95.8
Southern Accents (4X)	81.3	80.6	81.3	80.6
Southern Living	108.1	115.0	180.5	185.9
Sunset Magazine A.	129.6	127.2	192.2	199.9
Texas Homes	45.5	—	129.1	126.8
Workbench (6X)	—	—	68.0	66.0
Total Group	**1,419.9**	**1,374.4**	**2,877.8**	**2,814.5**
% change	**+3.3%**		**+2.2%**	
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	40.0	35.0
Alaskafest	32.5	32.8	67.7	67.1
American Way	81.0	67.0	142.4	111.6
East/West Network:				
Amtrak Express	34.8	39.0	63.2	68.3
Continental	51.2	53.3	104.2	93.5
Eastern Review	87.0	93.0	167.0	156.2
Ozark	34.3	42.0	60.3	72.7
PSA Magazine	69.5	87.5	131.7	146.5
Pan Am Clipper	46.0	37.5	77.0	72.5
Republic Scene	41.0	—	77.0	—
United	70.5	72.7	135.3	123.0
USAir	49.5	43.3	90.5	76.2
Western's World	51.5	—	93.2	—
Halsey Publications:				
Air Cal E.	24.6	57.2	42.2	112.2
Delta Sky	52.2	37.8	98.8	77.5
Skylite (6X)	—	—	19.2	9.8
Hawaii	17.3	24.9	33.1	46.5
Pace (6X)	35.8	28.2	35.8	28.2
Spirit of Aloha	16.0	23.5	30.6	46.0
Southwest Airlines	86.2	67.8	175.0	147.6
Webb Publications:				
Frontier	35.5	30.2	71.8	74.0
Passages	28.9	27.8	65.6	57.3
TWA Ambassador	44.9	42.8	78.0	77.0
Total Group	**990.2**	**908.3**	**1,899.6**	**1,898.9**
% change	**+9.0%**		**+11.8%**	
— Men's —				
Esquire A.	50.3	34.8	100.0	75.7
Firehouse Magazine	28.3	26.8	67.8	60.4
Gentlemen's Quarterly A.	82.9	86.4	126.2	135.8
Penthouse A.	43.2	55.2	100.1	110.5
Playboy A.	63.1	68.2	146.3	187.3
Total Group	**267.8**	**271.4**	**540.4**	**569.7**
% change	**−1.3%**		**−5.1%**	
— Metropolitan —				
Aloha (6X)	—	—	23.8	28.5
Atlanta	34.9	48.6	73.0	117.1
Baltimore	58.4	58.7	103.9	109.3
Boston	105.4	101.9	225.2	214.2
California	50.0	58.0	82.3	100.6
Carolina Lifestyle	13.5	—	26.5	—
Charlotte (10X)	16.0	22.0	38.0	22.0
Chicago	86.8	94.1	173.5	200.1
Chicago's North Shore	64.3	51.4	144.1	114.9
Cincinnati	47.1	49.8	96.1	105.4
Cleveland	57.6	45.1	108.9	86.3
Coast (52X)	65.0	73.6	124.0	141.6
Columbus Monthly	54.6	57.0	91.9	111.5
Commonwealth	21.5	79.8	41.7	135.1
Connecticut	68.0	68.9	136.0	154.1
Country Magazine	20.4	17.5	39.4	35.4
D/Magazine, Dallas/Ft. Worth	82.2	90.9	169.7	182.3
Denver	26.4	30.7	53.2	52.9
Exclusively Yours, Wisconsin	54.2	52.6	108.8	109.8
Grand Rapids	35.5	38.4	75.7	79.1
Gulfshore Life (10X)	80.0	85.0	152.8	160.0
Honolulu	69.3	58.3	120.3	115.6
Houston City	56.5	50.4	98.8	96.8
Indianapolis	29.8	42.1	91.6	119.0
Kansas City	32.7	20.6	53.7	42.9
Los Angeles	152.0	171.0	302.0	330.0
Louisiana Life (6X)	—	—	71.0	48.0
Madison	44.0	40.0	629.5	611.0
Miami	78.4	87.4	174.0	193.8
Milwaukee	—	—	—	—
Minneapolis/St. Paul	77.7	60.7	128.2	119.5
Monthly Detroit	59.9	45.2	98.7	91.1
Nashville	34.0	40.5	72.0	76.0
New Jersey Monthly	50.2	48.0	88.2	102.2
New Mexico	13.5	23.5	35.1	47.7
Ohio	33.7	24.1	64.7	68.1
Omaha	14.5	21.8	34.0	42.8
Oregon	20.2	22.3	31.7	39.0
Orlando	73.0	70.0	136.0	138.3
Pacific Northwest (10X)	—	—	16.6	26.8
Palm Beach Life	96.8	11?.7	201.3	237.6
Palm Springs Life	155.0	162.0	309.0	321.0
Philadelphia	130.4	119.1	210.3	216.8
Phoenix	74.5	79.7	161.2	165.3
Pittsburgh	56.7	46.3	93.5	81.5
St. Louis	49.0	61.0	92.0	109.3
San Diego	111.4	115.7	229.7	243.5
San Francisco	—	—	—	—
San Francisco Focus	36.7	35.6	69.5	64.2
Shenandoah/Va. Town&Country (6X)	—	—	35.2	28.8
Tampa	36.5	30.3	59.1	60.6
Tampa Bay	—	—	16.7	41.1
Texas Monthly	82.1	94.8	151.7	171.7
Twin Cities	37.2	40.4	72.6	78.4
Washington Dossier	56.0	36.3	96.3	69.8
The Washingtonian	138.0	130.0	241.0	223.0
Westchester Illustrated	—	—	—	—
Total Group	**2,943.5**	**3,018.8**	**6,371.7**	**6,881.4**
% change	**−2.5%**		**−4.6%**	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	35.0	34.2	55.6	56.4
Secrets	35.0	34.2	55.6	56.4
True Confessions	35.0	34.5	55.6	57.2
True Experience	35.0	34.2	55.6	56.4
True Love	35.0	34.2	55.6	56.4
True Romance	35.0	34.2	55.6	56.4
Sterling Women's Group:				
Daytime TV	30.8	29.6	61.1	58.9
Modern Screen	34.8	33.3	34.8	33.3
Photo Screen	—	—	—	32.3
Soap Opera Stars	24.3	—	48.5	25.3
TV Movie Screen	34.8	33.3	34.8	33.3
TV Picture Life	—	—	29.3	32.3
Teen Bag (6X)	—	—	2.4	5.0
Total Group	**334.7**	**301.7**	**544.5**	**559.6**
% change	**+10.9%**		**−2.7%**	
— Music/entertainment —				
American Film (10X)	—	—	34.7	25.3
Circus Magazine	25.0	28.0	54.0	57.0
Dance Magazine	56.0	57.0	117.0	117.0
Musician	75.3	55.0	128.3	111.8
Playbill	50.0	52.0	94.3	100.3
Stereo Review	44.7	46.7	85.4	107.2
Total Group	**251.0**	**238.7**	**513.7**	**518.6**
% change	**+5.2%**		**−0.9%**	
— Newspaper, Sun. magazines —				
Family Weekly A.	86.2	81.6	178.1	172.9
Parade	77.0	71.2	156.2	147.7
Total Group	**163.2**	**152.8**	**334.3**	**320.6**
% change	**+6.8%**		**+4.3%**	
— Outdoor & sport —				
Alaska	33.3	46.5	64.8	86.7
The American Handgunner (6X)	—	—	37.0	34.3
American Hunter	14.3	11.4	30.5	21.6
American Rifleman	23.2	23.3	48.4	49.9
Backpacker (6X)	—	—	36.2	36.8
Bass Master (8X) A.	48.9	56.3	100.5	113.6
Bicycling (9X)	—	—	87.9	86.3
Field & Stream	97.1	85.7	151.7	137.3
Fins & Feathers A.	38.5	30.9	63.6	65.1
Fishing World (6X)	—	—	32.2	33.8
Florida Sportsman	78.2	76.5	139.6	139.2
Flying	40.0	34.5	60.7	77.0
Fur-Fish-Game	22.9	24.8	45.6	51.9
Golf Digest	90.4	97.3	137.9	150.9
Golf Magazine	119.7	144.2	232.9	265.7
Guns	27.4	32.4	55.7	65.4
Guns & Ammo	40.1	41.0	77.6	74.1
Outdoor Life	85.3	69.6	139.4	117.4
Petersen's Hunting	34.0	27.7	61.1	56.4
The Runner	37.2	24.8	74.2	63.0
Runner's World (13X)	38.3	22.2	71.0	49.6
Salt Water Sportsman	61.3	59.4	125.4	118.5
Shooting Times	40.7	28.7	66.2	55.6
Ski (7X) A.	50.1	51.9	133.2	134.4
Skiing (7X)	60.1	56.0	147.1	138.3
Skin Diver	85.9	71.3	148.3	131.7
Southern Outdoors (8X)	—	—	40.8	34.2
Sport	31.3	30.0	60.8	63.2
Sports Afield	83.6	109.0	146.5	176.9

(X) stands for the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Five issues in 1983. D. Combined issue in 1982. E. Now affiliated with Halsey Publications. F. Three issues in 1983. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 55)

	Current month 1983	1982	Year-to-date 1983	1982
Spray (10X)	43.1	50.2	43.1	50.2
Tennis	65.2	68.0	111.9	102.8
Western Outdoors (10X)	31.3	33.2	54.1	63.2
World Tennis	23.6	36.8	58.7	59.0
Total Group	**1,443.0**	**1,448.6**	**2,884.6**	**2,884.0**
% change	−0.4%		+0.1%	

— Photography —

American Photographer	45.7	40.5	91.4	79.5
Petersen's Photographic	29.3	42.4	64.1	81.7
Popular Photography	114.3	126.7	226.5	258.3
Total Group	**189.3**	**209.6**	**382.0**	**419.5**
% change	−9.7%		−8.9%	

— Religious —

A.D. Magazine (10X)	17.1	15.0	17.1	26.1
BBI Jewish Monthly (10X)	24.9	26.4	40.3	48.9
Christian Herald	30.0	39.5	64.5	72.3
Christian Life	20.1	25.5	48.9	52.8
Christianity Today	84.0	84.3	139.7	144.7
Inside (4X)	—	—	—	—
Moody Monthly	52.4	61.8	102.9	115.4
Total Group	**228.5**	**252.5**	**413.4**	**460.2**
% change	−9.5%		−10.2%	

— Science/electronic/mechanic —

Computers & Electronics	69.6	64.5	139.9	113.0
Creative Computing	179.0	103.4	368.7	213.2
Discover	54.4	34.0	86.8	65.6
High Technology D.	17.9	29.7	48.8	29.7
Mechanix Illustrated	64.6	66.6	124.6	128.3
Omni A.	50.2	48.8	99.5	97.1
Personal Computing	188.9	99.6	369.6	199.0
Popular Mechanics	88.2	91.1	160.9	171.4
Popular Science	77.4	84.4	226.4	232.1
Science Digest	28.0	26.7	60.3	56.3
Science 83	—	—	38.3	46.2
Scientific American	55.0	82.3	92.7	168.7
Technology Illustrated (6X)	30.8	35.9	101.9	73.7
Total Group	**904.0**	**767.0**	**1,918.4**	**1,594.3**
% change	+17.9%		+20.3%	

— Women/fashion/service —

Bride's Magazine (6X) A.	—	—	495.0	418.0
Co-ed (10X)	37.2	39.8	59.4	64.5
Cosmopolitan A.	155.0	175.7	304.6	318.4
Essence	69.7	58.8	131.7	130.5
Family Circle A.	113.0	159.8	250.4	219.0
Glamour	146.0	148.4	244.8	231.4
Good Housekeeping A.	163.9	157.8	280.1	269.3
Handmade (4X)	30.4	21.6	30.4	21.6
Harper's Bazaar	99.6	86.0	166.7	148.5
Health	32.6	26.8	52.5	5[illegible]
Ladies' Home Journal	80.5	72.1	155.4	121
Lady's Circle	7.8	9.3	17.0	15
Mademoiselle	100.2	105.6	170.6	180
McCall's	81.9	74.8	149.9	128
Modern Bride (6X)	—	—	398.1	422
Ms.	39.0	41.3	68.8	66
New Woman D.	48.0	39.8	80.3	36
Parents Magazine A.	74.7	62.6	127.8	125
Playgirl	41.7	38.6	82.5	76
Redbook	82.7	84.3	139.5	154
Self	63.4	66.0	112.1	114
Seventeen	78.3	96.6	139.6	161
Soap Opera Digest	30.3	17.3	53.5	25
'Teen Magazine	44.4	42.5	65.6	70
True Story A.	69.1	65.8	110.9	101
Vogue	219.2	215.7	346.1	319
W Magazine	114.0	89.0	198.0	194
Weight Watchers	32.1	35.3	55.8	53
Woman's Day A.	110.8	91.9	159.4	175
The Workbasket (10X)	52.9	50.4	95.6	96
Working Mother	59.3	62.4	110.5	105
Working Woman	83.0	78.1	147.8	126
Total Group	**2,380.7**	**2,320.1**	**5,000.4**	**4,758**
% change	+1.7%		+5.1%	

— Youth —

Boys' Life	22.6	19.5	46.1	37
Campus Life	37.0	40.5	73.4	103
Total Group	**59.8**	**60.0**	**119.5**	**140**
% change	−0.7%		−15.1%	

January

Pages

— Business —

	Jan. 1983	Jan. 1982
Atlanta Bus. Chronicle (52X)	44.8	14.2
Barron's (52X)	187.9	105.9
Black Enterprise	19.7	18.4
Business Week (52X) A.	237.7	237.6
California Business	54.0	54.0
Capital District Bus. Review	36.5	28.0
Corporate Report/Kansas City	43.0	39.9
Corporate Report/Minnesota	75.9	62.3
Crain's Chicago Bus. (52X)	83.5	77.5
Dallas/Ft. Worth Bus. (52X)	37.5	37.5
Dun's Business Month	39.0	74.3
Financial World (24X)	47.4	64.4
Florida Trend	69.2	85.7
Forbes (26X)	205.9	180.3
Fortune (26X)	127.8	122.7
Hawaii Business	44.7	34.8
Houston Bus. Journal (52X)	163.7	133.7
Inc. Magazine A.	64.6	69.7
Income Opportunities (10X)	—	—
Industry Week (26X) A.	77.8	102.7
Indianapolis Business Journal	94.8	67.8
Nation's Business A.	20.0	27.8
New England Bus. (20X) B.	41.2	66.6
New Orleans Citibusiness (26X)	112.2	37.4
Pacific Business News (52X)	93.7	69.8
Pittsburgh Bus. Times (52X)	57.0	43.0
St. Louis Business Journal	101.8	83.0
Texas Business	33.5	43.0
Venture	40.7	33.4
Total Group	**2,255.5**	**2,015.4**
% change	+11.9%	

— Newspaper Sunday magazines* —

Arizona Republic	67.7	78.3
Boston Globe	143.1	144.6
Chicago Tribune	69.6	76.6
Cincinnati Enquirer	64.4	65.1
Cleveland Plain Dealer	52.6	51.5
Columbus Dispatch	31.8	55.1
Dallas Times Herald	67.2	67.2
Denver Post	82.0	117.7
Detroit News	72.3	85.9
L.A. Times Home Magazine	51.7	75.4
Louisville Courier-Journal	61.7	64.6
Miami Herald	64.6	66.9
New York News	41.7	45.9
New York Times Magazine	198.6	256.6
Philadelphia Inquirer	52.4	55.8
Toledo Blade Magazine	37.4	33.1
Washington Post	69.2	86.1
Total Group	**1,228.0**	**1,426.4**
% change	−13.9%	

— Weeklies/biweeklies —

The Advocate (25X)	146.9	63.7
Army Times Military Group:		
Air Force Times (52X)	136.2	117.0
Army Times (52X)	132.3	116.2
Navy Times (52X)	156.5	148.3
The Times Magazine	5.8	3.5
AutoWeek (52X)	118.0	96.9
The Blood-Horse (52X)	735.3	719.8
Capper's Weekly (26X)	25.9	24.6
Commonweal (22X)	9.2	10.2
Golf World (43X)	65.2	56.3
Grit (52X) A.	37.1	30.7
National Review	20.9	21.2
New Republic (48X)	25.0	25.5
New York Magazine (50X)	135.9	146.7
New Yorker (52X)	225.6	207.8
Newsweek (52X) A., C.	143.4	160.2
People (52X)	164.1	171.6
Rolling Stone (25X)	39.0	46.4
Sporting News (52X)	46.6	49.6
Sports Illustrated (52X) A.	161.8	167.7
Time (52X) A.	194.0	187.0
Travelhost (52X) C.	3,050.0	2,653.7
TV Guide (52X) A.	346.5	366.6
Us Magazine (26X) F.	57.3	29.7
U.S. News & World Report (52X) A.	108.9	92.0
Total Group	**6,287.4**	**5,712.9**
% change	+10.1%	

— Foreign —

Buenhogar:		
Central America	1.0	4.5
Chile	—	—
Colombia	17.2	21.0
Dominican Republic	12.0	15.8
Ecuador	3.0	9.0
Mexico	32.2	38.7
Peru	11.8	30.0
Puerto Rico	9.3	16.2
U.S.	7.8	7.0
Venezuela	17.0	27.2
Coqueta:		
Central America	—	3.0
Colombia	1.0	7.0
Mexico	2.0	4.8
Peru	—	3.0
Puerto Rico	—	4.0
Venezuela	2.0	7.0
Fascinacion:		
Central America	—	—
Colombia	5.5	8.0
Mexico	5.3	5.3
Puerto Rico	—	3.5
Venezuela	6.5	8.7
Geomundo:		
Central America	2.0	1.0
Chile	3.0	2.0
Colombia	6.0	7.5
Ecuador	3.0	3.0
Mexico	6.0	8.0
Peru	3.0	6.0
Puerto Rico	2.0	5.0
Venezuela	6.0	10.0
Hombre De Mundo:		
Central America	4.0	—
Chile	4.0	2.0
Colombia	8.0	7.2
Ecuador	5.0	4.0
Mexico	6.5	13.0
Peru	3.0	4.0
Puerto Rico	3.0	6.0
Venezuela	10.0	12.7
Ideas Para Su Hogar:		
Central America	—	2.0
Chile	—	—
Colombia	13.0	13.0
Dominican Republic	—	—
Ecuador	1.0	6.5
Mexico	14.7	18.8
Peru	3.0	8.5
Puerto Rico	—	2.0
Venezuela	7.5	16.5
Intimidades:		
Central America	—	3.0
Chile	1.0	1.0
Colombia	1.0	3.0
Mexico	2.5	3.5
Puerto Rico	1.0	4.0
Venezuela	3.0	7.0
Mecanica Popular:		
Argentina	6.7	7.5
Central America	11.3	12.7
Chile	5.8	4.5
Colombia	18.2	15.0
Mexico	9.2	19.8
Peru	14.7	18.3
Puerto Rico	11.3	12.5
Venezuela	20.7	20.7
The Ring en Espanol:		
Colombia	—	—
Mexico	—	2.0
Puerto Rico	—	1.0
U.S.	1.0	1.5
Venezuela	1.0	3.0
Vanidades Continental:		
Central America	2.2	9.8
Chile	0.7	5.7
Colombia	21.2	25.2
Dominican Republic	6.2	14.0
Ecuador	2.8	10.0
Mexico	49.0	65.8
Peru	10.5	26.5
Puerto Rico	19.7	25.2
U.S.	27.5	37.2
Venezuela	20.5	37.0
Cosmopolitan Foreign Editions:		
Australia	44.6	33.5
Brazil	33.0	29.0
France	37.2	39.3
Germany	18.3	9.8
Great Britain	39.0	47.0
Greece	50.0	52.0
Holland	6.0	—
Italy	17.3	24.0
Japan	33.3	27.3
Cosmopolitan en Espanol:		
Central America	0.3	2.5
Colombia	5.8	11.3
Ecuador	0.7	2.5
Mexico	25.2	45.5
Peru	4.7	11.2
Puerto Rico	12.0	13.8
U.S. (Spanish language)	12.7	16.7
Venezuela	6.8	15.0
International Communications:		
African Business	16.5	29.0
Al-Iktissai Al-Arabi	—	—
New African	20.5	36.8
The Middle East	13.5	17.8
International Herald Tribune	56.3	58.2
International Management:		
Africa	10.8	13.0
Europe	20.7	19.0
Latin America	4.7	11.0
Middle East	9.2	12.5
Pacific	10.5	14.0
Johnston International:		
Alam Attijarat	41.0	51.8
Ejecutivo	7.3	13.7
Modern Africa	19.0	32.3
Modern Asia	34.2	48.0
Newsweek International A:		
Atlantic	44.0	46.4
Latin America	20.4	12.2
Pacific	39.4	46.4
Progreso (9X)	—	—
Reader's Digest:		
Arabic	9.5	14.5
Asian	201.0	268.0
Australian	26.5	51.5
Belgian-Flemish	31.0	37.0
Belgian-French	22.5	41.0
British	57.4	44.6
Chinese-B.	79.8	98.5
Danish	39.3	18.0
Dutch	31.0	45.5
Finnish	40.5	35.0
French	30.3	47.8
German	42.7	53.9
Greek	—	—
Iberian	13.5	29.5
Indian-English	58.5	67.5
Indian-Hindi	1.5	12.5
Italian	27.0	19.5
Japanese	43.1	56.3
Korean	19.3	16.3
Latin American:		
Argentina	5.0	10.5
Brazil	4.0	8.0
Central American	5.5	11.0
Chile	8.5	17.0
Colombia	22.5	30.0
Ecuador	8.5	12.0
Mexico	34.0	35.6
Peru	7.5	8.5
Puerto Rico	3.5	7.5
U.P.B.	8.5	11.5
U.S. Spanish	9.5	11.5
Venezuela	9.5	17.0
New Zealand	40.5	47.0
Norwegian	13.0	20.3
Portugal	25.0	27.0
South African	37.0	47.5
Swedish	16.0	24.0
Swiss-French	11.0	21.0
Swiss-German	16.0	17.0
Time International:		
Time-Asia	53.1	52.1
Time-Atlantic	55.0	59.4
Time-Canada	82.3	92.8
Time-Latin America	31.1	42.1
Time-South Pacific	52.2	76.9
Visao (52X)	—	—
Vision/Latin America (26X) A.	18.4	31.1
Total Group	**2,582.4**	**3,336.5**
% change	−22.6%	

'Triathlon' takes its first big step

By RUTH STROUD

LOS ANGELES—Marathons are passe. The new sports challenge of the '80s will be the triathlon, the tough endurance sport that combines three events, usually swimming, bicycling and running, into one race. That's the conclusion of the publishers of a new national quarterly magazine called *Triathlon*, which debuts this month.

The magazine, which has a slick, four-color, offset format, is the second sports publication for Swim Swim, which produced its first magazine, *Swim Swim*, a quarterly for fitness swimmers, four years ago. *Swim Swim* was started as just a "goofy idea" by three friends with no money, according to co-founder and creative director Harald Johnson. He expected that *Triathlon* would be a joint ownership and far better financed by a group of triathlon enthusiasts, will overshadow its 15,000-circulation sibling.

Distribution of *Triathlon's* initial issue will be 50,000 copies by subscription and through running, swimming, cycling and sporting goods shops nationwide. Aided by the sport's burgeoning popularity, that figure will double by the

Mr. Johnson supports his contention with some figures. More than 60,000 athletes participated in 250 triathlons nationally in 1982, while, between May and October of this year, 75,000 to 100,000 people are expected to press their muscles to the limit in more than 300 events.

The first issue begins auspiciously with a 50-50 advertising-to-editorial ratio, according to Mr. Johnson. Advertisers, who pay one-time, one-page rates of $1,700 for b&w and $2,300 for four-color, running specialists, as well as clothing, beer and exercise equipment.

Knight-Ridder reports 7% climb in revenues

MIAMI—Knight-Ridder Newspapers had operating revenues of $1.33 billion in 1982, a 7% rise over the previous year. Net income increased 2% to $102.9 million. For the year's fourth quarter, revenues were up 10% to $363.9 million and net income was up 23% to $36.1

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Advertising Age

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$1.25 a copy; $50 a year — The International Newspaper of Marketing • In Two Sections, Section 1. — February 28, 1983

New products to pace food rebound

No treaty in battle of burgers

St. Petersburg Beach, Fla.—Last fall's battle of the burgers may have been only the first strike in what could be a continuing war between the chains.

Pillsbury president Winston Wallin told food analysts at last week's conference they "no doubt will hear more" about broiling versus frying hamburgers "in the months to come." Mr. Wallin referred to the company's three-month Burger King ad campaign (via J. Walter Thompson USA), which took on McDonald's Big Mac and Wendy's hamburgers in comparative spots that proclaimed Burger King's Whopper a national taste-test winner. Suits filed by both competitors were settled out of court after Pillsbury apparently agreed to pull the spots by yearend.

"We had a cessation of the hostilities last December, but come spring, who knows?" Mr. Wallin said. While he refused to clarify the company's intent, he noted later that Pillsbury has "no agreement not to enter" into future comparative campaigns under the

(Continued on Page 72)

Kellogg tells new strategy

St. Petersburg Beach, Fla.—Kellogg Co. will attack both current creative work and media mix to try to bring its 38% share of the $3.2 billion ready-to-eat cereal market back to its earlier 40% mark.

Gerald Robinson, recently named president of Kellogg's U.S. food products division, and company chairman William E. LaMothe told analysts at the Consumer Analysts Group of New York conference here that Kellogg will be looking for more effective ways to reach consumers, particularly through more local advertising and promotion.

Advertising, the two executives emphasized, will be a major tool in regaining market share lost in large part to private-label and generic brands in the last two years.

Mr. LaMothe did not specify increases in the fiscal 1983 ad budget, saying only that Kellogg's marketing funds have risen 15% to 20% in the last five years. But, he added, "It's a question of mix and whether [those funds are] being used effectively."

Mr. Robinson noted that because of the deterioration of network tv audience, and the increased cost of tv time, it now "costs nearly two-thirds more to do less."

Kellogg will "treat each market more specifically, rather than [pursuing] national marketing programs," he told Advertising Age.

Mr. Robinson implied there will be changes in creative strategy as well, telling AA: "Somehow, when the market doesn't grow, we're not presenting the right new product or not doing enough advertising, or our creative messages are not strong enough to influence consumer purchases." Kellogg recently as-

(Continued on Page 72)

By NANCY GIGES and JANET NEIMAN

St. Petersburg Beach, Fla.—Food and grocery marketers are returning to a new-product growth course that will rely heavily on extending brand franchises, following a year in which highly successful new-product entries dropped to about half their 1978 level.

Speaking to the Consumer Analysts Group of New York here last week, marketers from a number of major food companies indicated they are looking for new-product introductions based on current brand names to pave their growth patterns over the next one to five years. They also hope that new "value-added" products can increase volume this year in a continuing competitive environment.

Figures reported by Selling Areas Marketing Inc., which measures product movement, supported a recurrent theme that marketers held back on introducing new items last year. SAMI figures indicated a dramatic decline as the number of new million-dollar grocery brands introduced last year reached a five-year low of 58, in contrast to almost double that in 1978 and down from 86 in 1981.

Most executives from the 15 major food and beverage producers who made presentations at the analysts group's winter meeting here expressed cautious optimism about the coming year, but many emphasized they are not banking on a brighter economic picture to improve their businesses.

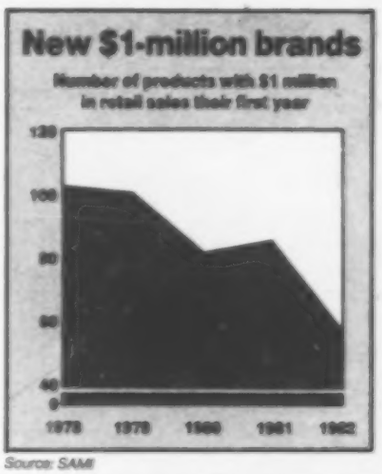
Said Philip L. Smith, president, General Foods, "I spent all last year waiting for the economy to improve, and I'll be damned if I'm going to do that again. If it happens, then we'll do even better than planned."

While they talked about tighter controls, they also plan increased ad budgets. Many of the increases will be about 10%.

Several executives, such as Campbell Soup's George McGovern and CPC International's Richard Siebrasse, emphasized that they are in the food business for the long haul and are trying to hold back on indiscriminate discounting that can "ruin good brands," in the words of Mr. Siebrasse.

New-product activity building on established brand names from these marketers

(Continued on Page 72)



For other coverage of the Consumer Analysts of New York's Florida meeting, see reports on CPC on Page 12; Bindrim, Ralston Purina and Campbell Soup on Page 64; Banquet Foods on Page 71.

last minute news

P&G starts test of Ivory shampoo, conditioner

Cincinnati—Procter & Gamble is introducing Ivory shampoo and a companion conditioner into test in western Michigan in 16-oz. normal, oily and dry forms. The company continues to test an earlier version of Ivory shampoo in St. Louis and Burlington, Vt. (AA, Aug. 11, '80). The newer entry, in a round bottle, is opaque pearlescent instead of blue, and it no longer contains a conditioner. The company also has expanded distribution of Liquid Ivory soap (AA, Oct. 11) into portions of Colorado, Utah and New Mexico. It continues to test that brand in the BehaviorScan markets of Eau Claire, Wis., and Pittsfield, Mass. Benton & Bowles handles the shampoo and conditioner; Compton is the agency on the liquid soap.

Washington Post buys into regional pay tv units

Washington—Washington Post Co. plans to enter pay tv by purchasing partnership interests in SportsChannel Associates, New York, and New England SportsChannel, Boston. Both provide local and regional sports programing, which Post Co. president Richard Simmons said has "exceptional potential for profit growth." A company spokesman said it also is "examining other markets for sports programing opportunities." The

(Continued on Page 8)

Another calling

Beer marketer Adolph Coors Co., with the cooperation of Universal Pictures, is distributing retail counter-cards with E.T. delivering an anti-alcohol abuse message: "If

Got to be big, Turner says of merger search

By MAURINE CHRISTOPHER

Sports and cable entrepreneur Ted Turner late last week said growing concentration in the tv cable-entertainment industry led to his search for corporate merger or co-venture partners for Turner Broadcasting System.

Mr. Turner said he wasn't discouraged by the fact that neither ABC, CBS nor NBC has shown any signs of immediate interest in teaming up with one of their most caustic critics. His superstation WTBS and Cable News Network are among the most successful cable programing operations, but sources at tv's Big 3 reacted coolly to the idea of a TBS merger if Mr. Turner, as a major stockholder, director and officer, was to be included in the package. However, a CBS spokesman said CBS was "in a listening mood."

Mr. Turner, who also reportedly has had conversations about joint-venturing with Gannett Co. and who is likely to talk to still other companies, said he has been mainly discussing philosophy so far. "You don't work out a major deal like this in one exploratory meeting," he asserted in a phone interview from Atlanta.

The man who has always preferred to ride the corporate range alone said he decided to look for mutually attractive tie-ins with entertainment and communications giants because the corporate

Cigaret twins in test

Philip Morris USA uses identical advertising and packaging in tests for Raffles menthol king-size and 100s in Rochester, N.Y., and Players regular 100s in Phoenix and Portland, Me. (AA, Feb. 21). The brand that does best could go national. Wells, Rich, Greene handles both.

Taylor will seek ads for Entertainment net

By SUSAN SPILLMAN

New York—RCA and Rockefeller Center TV's decision last week to fold their struggling Entertainment Channel pay tv network came as little surprise to the cable industry (AA, Feb. 21). What did come as a surprise and still is baffling both cable and advertising executives is the company's announced intention to resurrect the channel as an advertiser-supported cable service by summer.

The 9-month-old network, which featured British Broadcasting Corp. series and Broadway plays, lost $34 million before taxes for its owners.

When the service pulls the plug on its 45,000 subscribers March 31, it will become the second major cable operation to go under in the last six months. CBS Cable was the first, losing more than $30 million for CBS Inc.

Arthur R. Taylor, chairman of the channel, blamed the network's failure on a poor economy that he said discouraged consumers from paying $8 to $12 a month for the service and cable operators from upgrading their systems in order to carry it.

The same poor economy, however, also has bruised more than two dozen ad-supported cable networks that lost an estimated $250 million last year. Ironically, when CBS Cable was on the brink of collapse, its management considered a switch from advertiser to subscriber support as a last-ditch rescue effort.

A born-again version of Entertainment Channel is being evaluated but has not received a go-ahead from either parent. Yet Mr. Taylor, a former CBS Inc. president, is confident that with the same name and only a few programing changes the service can attract advertiser support and succeed.

"There is a bright outlook for advertiser spending in 1983, and I expect some of it to spill over into cable," he said. Mr. Taylor does not hold the same optimism for future pay tv networks. That market has changed and now is being dominated by two giants, he said, referring to the recent combine of Movie Channel and Showtime and the studio affiliations of mammoth

(Continued on Page 68)

world news roundup

Cologne—Miele & Cie has tapped Doyle Dane Bernbach, Duesseldorf, to handle its $5 million-plus German account. Europe's largest home appliance marketer pulled out of McCann-Erickson last month after rejecting McCann's single Europewide campaign (AA, Jan. 24).

Sao Paulo—Sears, Roebuck & Co. may be selling its Brazilian operation, the company's largest foreign holding. One rumored potential buyer is a consortium of two major Brazilian department store chains and an unnamed U.S. chain.

Melbourne—JWT Group subsidiary Begg Dow Priday, still under police investigation for alleged kickbacks paid to one client to win an account (AA, Dec. 6), has won the $1.5 million Victorian Egg Board account, following its loss last December of the $2 million-plus Australian Dairy Board account.

Geneva—A motion to restrict cigaret and alcohol advertising will be on the agenda of the World Health Organization's annual meeting in May, following a report to WHO that advertising is making smoking and drinking too attractive.

Paris—Braun, the German appliance marketer, has named Dupuy-Compton to develop its first pan-European campaign for Braun electric razors. The account, worth $2 million in France alone, was formerly with Grey.

Beijing—China Daily, the only national English-language paper in the People's Republic of China, has appointed the Colin Turner Group in London as its first European ad rep.

CBS: Not changing policy

By CRAIG REISS

New York—CBS Broadcast Group exec vp James Rosenfield said the tv network will not change its position on audience demographic guarantees for any daypart. He added that the debate at CBS over next season's National Football League broadcasts involves whether to provide advertisers with total household delivery guarantees and does not relate to any specific demographic guarantees.

"Daytime television has always been sold against ratings for women viewers and has never been sold against total household ratings," Mr. Rosenfield said. "The issue of demographic guarantees is not pertinent to daytime."

On the issue of advertiser demands for guarantees on next season's professional football games, Mr. Rosenfield said, "We are dealing with a specific marketing problem in pro football, on how well the audience will come back to football following the strike year. In the sports area, we may have to give guarantees on total homes. We have never had demographic guarantees on sports, and there has been no internal debate at CBS on that."

Mr. Rosenfield was responding to a Feb. 21 Advertising Age article that said CBS was considering whether to give demographic guarantees on NFL coverage next season. The article also reported ad agency speculation that demographic guarantees in other dayparts could be granted this year by CBS as part of package buys that cover several dayparts.

"CBS last year dropped demographic guarantees in prime time only," Mr. Rosenfield said. "Sports and other dayparts were never affected."

During last year's network upfront selling season, CBS broke ranks with its competitor networks and eliminated guarantees for audience deliveries in specific demographic categories for prime time programing. Mr. Rosenfield said other dayparts always have been sold against total audience delivery guarantees, and that policy is still in effect at CBS. Since daytime tv and sports attract audiences that are predominantly female and male, respectively, advertisers could make logical projections on demographic deliveries based on total audience results.

For this reason, demographic guarantees for these dayparts are unnecessary, and advertising is sold

(Continued on Page 68)

highlights

Monday, February 28, 1983

The Advertising Research Foundation next week is expected to endorse a groundbreaking and impressive study on readership figures for daily newspapers. *See Page 6.*

A key CPC International executive has urged food marketers to cut their margins and stop excessive couponing and discounting. *See Page 12.*

A top Hertz executive intimated in an internal memo that Avis research methods used to tout its car-rental market share gain on Hertz were not valid. *See Page 14.*

Turning San Francisco into a successful city magazine is a feat that has puzzled and eluded the publication's five owners in the last 19 years, but the effort continues. *See Page 22.*

Bucking the trend to relieve all cold symptoms with one product, Dorsey Laboratories' $10 million ad drive for its Triaminic line is telling cold sufferers that they shouldn't take a multisymptom product if they don't need it. *See Page 24.*

With Virginia's largest commercial bank already signed on, A.H. Robins Co.'s in-house media buying operation, Mil-Mar Ad, is making a strong effort to get more outside business. *See Page 38.*

Tonka Corp.'s toy division has recruited the experience and expertise of Mattel Toys' marketing department and is putting together a revamped marketing program. *See Page 56.*

Van Munching & Co. was pleased with Heineken beer's sales performance last year, but the leader's share of the imported-beer market has dropped a bit because of the swelling ranks of imported beer brands. *See Page 57.*

Two years after introduction, light wines—widely expected to be a strong growth category for the industry during the 1980s—haven't lived up to expectations. *See Page 62.*

Tandy Corp. will market sophisticated telephone systems for residential and small-business use, in five prototype Radio Shack telephone centers the company now is opening. *See Page 63.*

Beatrice Foods' decision to undergo a major restructuring of the company will have far-reaching marketing implications, including the paring of ad agencies

CORPORATE CLOSEUP

In moves designed to increase the chain's appeal to a wider range of customers, Magic Pan is broadening its menu beyond crepes, changing its decor and introducing new concepts better suited to the tastes of the mass public. *See Page 4.*

INTERNATIONAL

Swimming in a sea of rising debts and a series of scandals, Rizzoli Editore, Italy's largest publishing and communications group, is struggling to stay afloat. *See Page 48.*

VIDEOTECH

CBS is planning to cut back on the use of theatrical films and step up production of made-for-tv movies. *See Page 42.*

Despite skepticism about South Africa's tv channel for blacks, the nation's urban blacks are watching it in droves. *See Page 42.*

MAGAZINE

Four political pollsters, Richard B. Wirthlin, Robert M. Teeter, Peter D. Hart and Patrick H. Caddell, have reached superstar status through their famous clients and the huge survey budgets they control. *See Page M-4.*

Toiletries & beauty aids: Many cosmetics marketers don't expect a decent marketing year until 1984—in the meantime, their fight to win favor with the public promises to be intense. *See Page M-9.*

Former Ketchum Advertising chairman-turned consultant, Thomas D. Murray, makes a call for renewed courage and character in business. *See Page M-44.*

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Vol. 54, No. 9—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-

Borden products go light

By GAY JERVEY

In an effort to woo health, self and diet-conscious Americans, Borden Inc. is introducing a number of decidedly "less is more" products, among them a line of Wyler's sugar-free powdered drink beverages that will go head-to-head with General Food's sugar-free Kool-Aid. Both are sweetened with aspartame.

Borden also is bringing forth Wise Lite-Line snacks that, the company boasts, contain "one-third less fat and fewer calories" than the more wicked state-of-the-art munchies; Lite-Line low-cholesterol, Lite-Line Sodium-Lite and Lite-Line reduced-sodium cheese products, and Lite-Line low-sodium instant bouillon in beef and chicken flavors.

Borden is terming its onslaught against Kool-Aid as the biggest in Wyler's history, and one that will be backed by unprecedented ad spending.

From April through September, Borden will be spending at an annual rate of $18 million, a sharply higher spending level than last year's outlay. For the first nine

Account-switching volume drops in '82

By NANCY MILLMAN

The volume of advertising business changing hands in 1982 dropped 6% to $1.3 billion, from $1.4 billion in 1981, while total U.S. agency volume climbed to $27.7 billion in billings from $24.4 billion. That brings the total volume of accounts changing agencies to 4.7% of agency volume, from 6% last year.

These figures are based on a compilation of U.S. account changes $500,000 and above reported in Advertising Age.

The biggest account change of the year was Chrysler Corp.'s Dodge car and truck account—at $100 million—which switched to BBDO from Kenyon & Eckhardt. BBDO had held the account for 38 years before losing it to K&E in 1979.

The total Chrysler advertising business at K&E had grown to $250 million since that time, however, and company chairman Lee Iacocca decided it was time to split the business up again.

The most active category, for the second year in a row, was travel and tourism, with $181.85 million in account changes. And in this category, one company, Continental Airlines, changed agencies twice within the year.

As was the case in 1981, it was financial turbulence in the airline industry that motivated decisions to change advertising counsel. But in the case of the $35 million Pan American World Airways account, it seemed that friendship was the factor that clinched the roosting place.

Doyle Dane Bernbach was only seven months into the job when Wells, Rich, Greene made a pitch to new Pan Am chief Edward Acker. He had worked under Harding Lawrence while at Braniff, which Mr. Lawrence then ran. And Mr. Lawrence is married to WRG chief executive officer Mary Wells Lawrence. DDB management apparently was stunned at the swiftness of the move to WRG in January.

But the acquisition of Pan Am made WRG an

(Continued on Page 37)

Major changes by category

Category	Amount
Travel and tourism	$181.8 million
H&ba, household products	171.6 million
Fast-food	142.6 million
Beer, wine and liquor	136.1 million
Food	88.0 million
Retail	62.2 million
Media and entertainment	56.2 million
Tobacco	41.0 million
Computers and business machines	32.7 million
Consumer electronics	30.8 million
Insurance and financial services	28.7 million
Apparel and jewelry	27.5 million
Pet food	25.0 million
Toys and games	23.6 million
Miscellaneous	$116.9 million

Source: Advertising Age

Spec presentations alive, well and maligned

Last year's largest advertising account change—the Dodge business, billing about $100 million a year—went from Kenyon & Eckhardt to BBDO with the respect and intelligence agencies say they deserve.

That is, the client didn't require the agencies seeking the business to prepare the ads they would prepare if they really had the account. Speculative presentations. Rare indeed is the agency that has anything good to say about the practice.

Alas, the Dodge account (which was at BBDO once before) proved to be pretty much of an exception. For the most part last year, agencies trying to land important accounts had to jump through hoops as obediently as ever to do so: The much-maligned "spec" presentation is alive and well in the ad business.

American Bell, Hallmark Cards, Budweiser Light, 7UP, Sears corporate merchandising and Sears apparel—indeed, an apparent majority of the year's largest, most coveted accounts were granted only after a presentation of speculative creative work. Invariably, that meant night and weekend work, tight deadlines, frayed nerves, financial outlays insufficiently or not at all reimbursed and almost always—certainly in the minds of losing agencies—a feeling that the process is unfair and that there really ought to be a better way.

"I think they are damn stupid," said Hank Gerfen, president of Mathieu, Gerfen & Bresner, New York, echoing an oft-voiced agency opinion. "You don't ask a lawyer to look at a case for you to see what he can do. I think we as an industry tend not to think of ourselves professionally enough."

"None of us like to do it," Graham Phillips, exec vp-managing director, Ogilvy & Mather, said after his shop won the new $30 million American Bell account last November over N W Ayer, Ketchum Communications and Campbell-Ewald. "We would like to think we could be awarded business on our reputation and past performance."

Nobody keeps track of exactly how many creative shootouts—as competitive spec presentations are also known—are staged each year, but the number seems to be growing.

"There has been a lot of competition over the past two years for big accounts," Mr. Phillips noted. And he said agencies can expect to see more creative shootouts conducted by major advertisers.

One reason may be the bad economy, which causes some advertisers to reduce

(Continued on Page 50)

Ads don't buy votes in Chicago

By JENNIFER ALTER

Chicago—Despite an enormous amount f attention, energy and money focused on olitical media campaigns during this city's Democratic mayoral primary race, the can-idate with the least money to spend on ad-ertising won the nomination.

The surprise victor, U.S. Rep. Harold Washington, began his tv advertising cam-aign only two weeks before the election. Mr. Washington, a black candidate, had rouble raising money, and so he spent only 130,000 on paid media.

In comparison, incumbent Mayor Jane M. Byrne had been advertising since Thanksgiving. Her media adviser, new image" and some of the claims she made in ner commercials proved extremely contro-versial, and she spent more than $1.6 mil-ion on tv. A third candidate, State's Attor-ney Richard M. Daley, son of the late Mayor Richard J. Daley, began his tv cam-paign in early January and spent more han $900,000.

Mr. Washington will face Republican awyer Bernard Epton in a general election April 12.

During most of the campaign, Mr. Daley nd Mrs. Byrne addressed themselves to ne another and did not pay much atten-ion to Mr. Washington. Indeed, when sked for a prediction several weeks before he Feb. 22 primary, Raymond Strother, Mr. Daley's Washington-based media con-ultant, would not name a winner but did express certainty that Mr. Washington would be last.

According to Joe Mercurio, a New York-ased political media buyer who handled

(Continued on Page 74)

Anti-Monopoly board game owner has fended off trademark infringement attacks by Parker Brothers.

Monopoly name doesn't pass Go

By RICHARD L. GORDON

Washington—Wary of self-fulfilling prophecies, Parker Brothers' sympathizers in the business community are reluctant to spread gloom and doom among marketers because "Monopoly" has joined the ranks of trademarks ruled "generic" by the courts.

The relative calm after the refusal by the Supreme Court to review the "Monopoly" case contrasts with the predecision legal rhetoric of Parker Brothers and parent General Mills. They had argued the unanimous lower court decision in the case, by the U.S. circuit court of appeals in San Francisco, makes it too easy to attack trademarks and threatens to open the door to widespread trademark "piracy."

"Do you go paranoid?" asked Robin Wolfe, executive director of the United States Trademark Assn., last week. "I don't know. I would hope that good, sound [trademark maintenance] programs will be sufficient." Meanwhile, she noted, the San Francisco decision is not binding nationally. "I hope that other courts will recognize it as a bad case."

That doesn't mean trademark holders aren't facing more uncertain times. The ramifications could be extremely bad, Ms. Wolfe said. "But I hate to scream out gloom and doom about this. Nobody knows what it means."

The person responsible for unseating the Monopoly

(Continued on Page 69)

Most stations accept ads

USA spots urge viewers to switch

By SUSAN SPILLMAN

Broadcast tv stations in 26 markets, including New York, Houston and Pittsburgh, will begin carrying commercials for USA Cable Network this week, encouraging their viewers to switch from those stations to daytime offerings on USA.

The 60-second spot shows a bored woman flipping the dial on her tv set. An off-camera voice calls her "the lost viewer searching for something different on daytime tv," who then discovers USA Cable Network. At the moment of discovery, a circus of characters from the 24-hour service bursts into her living room and begins having a party. Created by Marsteller Inc., the spots are scheduled to air on the very daytime shows from which USA Cable hopes to woo viewers. According to Andrew Besch, USA Cable director of marketing, "Some stations did turn down the spots, but we cleared 80% of the stations we wanted."

Mr. Besch declined to name those rejecting the competitive USA spots. The stations that will carry the spots for the next two weeks, however, include all three network-owned stations in New York and various network-affiliated stations in Miami, San Diego and Orlando, in addition to the markets previously mentioned.

Several broadcast stations have carried cable tv ads in recent years but never before have they aired such blatantly competitive spots.

Harder-hitting radio spots, which call traditional tv's game shows and soap operas boring, will drive home USA's pitch in each market. Radio spots only—no tv—will air in Los Angeles and Chicago.

The push for its daytime programing is part of a nearly $5 million total awareness-building campaign from USA. The service will pour nearly half of its advertising budget into spot tv. The remainder will go to radio, cable and magazines. The first wave of advertising begins this week. USA will spend

Big sponsor names also joining new football league. . .Page 68.

another $4.5 million on program guides and affiliate co-op and incentive packages.

The other major emphasis in the network's first advertising will be aimed at increasing viewership for its weeknight sports. In the same markets, USA will promote its basketball and hockey coverage with tv and radio spots.

Using the slogan, "Weekend sports every weeknight," the tv commercial will air during newscasts and weekend sports events on the broadcast stations. The spot shows a group of sports fans watching tv sports in a bar. An announcer tells viewers which sport can be seen each evening on USA.

Print advertising also will promote USA's children's and late-night programing.

corporate closeUp

Magic Pan cooks up plan to shed 'old-lady' image

By JENNIFER PENDLETON

Jimmy Dunlap, a 29-year-old, self-employed pasteup artist from Torrance, Cal., is not what Magic Pan International had in mind when it went into business 17 years ago: He's a blue-collar, burgers and beer kind of guy.

In fact, most Fridays he can be found at Critter's, a Hermosa Beach bar whose special that day is a bulky beef sandwich for under $2. For him, there isn't much appeal in a restaurant specializing in creamy French cuisine, albeit an Americanized version. "It just doesn't cater to my stomach," says he of the 88-location creperie.

In the past, San Francisco-based Magic Pan probably wouldn't have paid much attention to Mr. Dunlap's opinion. But times change. Today, Magic Pan, which has been losing money since 1979, is taking steps to attract the Jimmy Dunlaps of the world.

In moves designed to increase the chain's appeal to a wider range of customers, Magic Pan is broadening its menu beyond crepes and changing its decor. And in some cases, in locations the company has determined are without hope, Magic Pan is introducing entirely new concepts it believes are better suited to the tastes of the mass public.

It's all part of Magic Pan's plan to turn itself around. No longer part of Quaker Oats Co., the restaurant company's new management has come up with a five-year revitalization plan that it believes will help it become a $130 million-to-$135 million operation by 1988. Perhaps as soon as within 10 months it hopes to start expanding again, opening new, freestanding Magic Pans in desirable upper-middle income communities.

At present, management's first priority is to correct the problems that have kept Magic Pan from turning a profit for four years. This year, it is concentrating its efforts on the menu and design changes, and the tests of the new restaurant concepts. For the fiscal year ending June 30, it expects to have sales of $77 million, not a substantial improvement over last year's performance, but a level management sees as a low point from which Magic Pan can rise to recovery.

"There are just two words around here," says Tim Ryan, the 42-year-old senior vp who took over as Magic Pan's chief operating officer a month ago, "and they are, 'results now.' "

There must have been a similar sense of urgency when Mr. Ryan joined Magic Pan about two years ago. At that time, the company—still under Quaker's ownership—was watching its customer traffic decline at an annual 10% to 12% rate and was, by most accounts, at a loss as to how to arrest the trend.

At that time, Magic Pan hired Bath, O.-based Babcock & Schmid, a design and marketing consultancy, to take a hard look at its business. What Babcock & Schmid found in its 1980 study was that Magic Pan's primarily crepe menu, its French country inn-inspired decor and primarily shopping mall locations excluded large segments of its potential market.

"With the exception of ladies who liked crepes served in a French atmosphere in a shopping mall, there was no reason to go in there," says Babcock & Schmid principal Bill Babcock. Sources say it was around that time that Quaker decided to unload Magic Pan.

What's been happening at Magic Pan during the past few years is a long way from the restaurant company's heydays of the late 1960s and early 1970s. Then crepes were the culinary rage and Wall Street analysts pointed to Magic Pan as a restaurant chain with big growth potential. Quaker bought it in 1969.

Last summer, the Chicago-based marketer sold Magic Pan to Bay Bottlers Ltd., a family-owned Bay Area bottling company. Bay

(Continued on Page 46)

Recovery recipe

"The Magic Pan has a world of new tastes," states new Benton & Bowles-created newspaper ads for the chain. The theme, "At Magic Pan, there's always something new to come back to," encapsulates the company's recovery strategy: It attempts to hold onto the restaurant's heritage while stressing what's new.

Diet Coke ad awareness doubles

By JOSEPH M. WINSKI

Just six months after its introduction—and while it was sold in only about a third of the country—Diet Coke jumped to No. 4 among all soft drinks in advertising awareness last month.

According to adWatch, a monthly survey of consumer awareness of advertising, Diet Coke's awareness score nearly doubled in January to 5.8% from 3.1% in December. The awareness score is the percentage of consumers who identified Diet Coke advertising as that first coming to mind of all soft-drink advertising seen or heard in the previous 30 days. For the January survey, adWatch, a joint project of Advertising Age and SRI Research Center Inc., Lincoln, Neb., polled a national random sample of 1,250 consumers by telephone from Jan. 1 through Jan. 21.

adWatch

With its January performance, Diet Coke passed Dr Pepper in advertising awareness and now is closing in on No. 3 7UP, which had a score of 7.3% in January. The top two brands continue to be Coca-Cola, No. 1 with a 25.2% score in January, and Pepsi-Cola, No. 2 with 18.6%.

Diet Coke, the first diet soft drink bearing the familiar Coke trademark of Coca-Cola Co., was introduced in New York last Aug. 1. According to adWatch figures, Diet Coke passed stablemate Tab—previously Coca-Cola's best-known diet drink—in awareness in November and has continued to widen its lead. Tab had an awareness score of 1.6% in January, giving Diet Coke a 3.5-to-1 margin over the older brand. Coca-Cola Co. reportedly has been spending much more heavily on Diet Coke advertising than it has on Tab.

■ A company spokesman said Diet Coke was in about 30% to 35% of the country last month and is now in about 80% of it. With the much wider distribution, it's conceivable that Diet Coke will crack the top three in soft-drink ad awareness in the adWatch February survey.

In other categories, a number of gift items tumbled substantially in ad awareness in the post-Christmas period. The steepest decline was posted by Polaroid, which fell 7.3 percentage points, to 9.3%, and to No. 3 in cameras. Kodak fell 3.6 points to 21.4% but continued to lead the category by a comfortable margin. (A change of plus or minus 2.8 percentage points is statistically

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Account shifts dip

(Continued from Page 3)

agency with two airline accounts. Continental was a client of WRG/West. In an attempt to ward off trouble, WRG management created a new agency out of its West Coast office—Johns, Cohen & Pasqualina, and made it part of its St. Louis-based Gardner Advertising subsidiary. This solution was short-lived. When Texas International took over the Continental cockpit, chairman Frank Lorenzo immediately fired the WRG subsidiary. Keye/Donna/-Pearlstein took over the $16 million business.

At the time, it was said that Texas Air and Continental marketing operations would remain separate. But in early December, Continental switched again—to Scali, McCabe, Sloves, which already handled Texas Air. Not only had Continental changed twice in 1982—this was its fourth change since 1980.

Another interesting move in the airline category was the worldwide business of British Airways, which was reported to have been politically motivated. Foote, Cone & Belding had held the business for 36 years. Suddenly, and without giving FCB a chance to fight back, British Air chairman Sir John King took the $29 million account to newly formed (through merger) Saatchi & Saatchi Compton. The political motive is believed to rest in the fact that Saatchi in the U.K. also played an important role in bringing the Conservative party to power; the airline's chairman was appointed by Prime Minister Margaret Thatcher.

The British Airways loss would account for 2% of FCB's worldwide revenues, the agency then said.

The second-biggest category for account shifts was health & beauty aids/household products, largely boosted by the changes at American Home Products, which moved $50 million worth of business from its in-house agency, John F. Murray Advertising. Whitehall Laboratories' Anacin went to William Esty Co.; Preparation H and Trendar to Kornhauser & Calene; Maximum Strength Anacin and Oxipur to Rosenfeld, Sirowitz & Lawson; Boyle-Midway's Aerowax, Easy-Off and new products to Cunningham & Walsh, and Sani-Flush to Hicks & Griest. This maneuver left only a skeleton of the house agency, which at the time was said to have been used as a scapegoat by AHP for the decline of brands such as Anacin.

Although the biggest fast-food move was not as dramatic as the McDonald's Corp. switch in 1981, it still was a major factor in the category. The combination of what was former General Foods' Burger Chef unit (through acquisition) with Hardee's is expected to total about $70 million in billings. Ogilvy & Mather handled Burger Chef and was thought to have a chance at the entire account, including the conversion of midwestern Burger Chef units to the Hardee's banner. But the power of the parent company prevailed and the business went to Benton & Bowles, the Hardee's agency.

In another example of a twice-switching account, E.&J. Gallo Winery in April officially named NH&S/USA to handle the bulk of its $25 million account, the principal piece of which was the premium-wines business. The assignment also included E.&J. brandy and Andre champagne. Gallo had been giving out project work as a means of an agency competition since Young & Rubicam resigned to take on competitor United Vintners in 1981. But while NH&S was endeavoring to come up with a new campaign that pleased Gallo management, Ogilvy & Mather, also a Gallo agency, slipped in a campaign idea of its own—"All the best"—that won it the premium-wine business.

Major changes also took place in the beer category, partially spurred by the brewing industry's merger and acquisition game. Stroh Brewery Co. acquired Jos. Schlitz Brewing Co., and key managers of Schlitz joined the Stroh marketing department. Schlitz and Schlitz Light beers then moved to MCA Advertising from J. Walter Thompson USA. Although current spending for the brands is low, the company said the total budget for the two could reach about $20 million. The Stroh and Stroh Light brands, with billings of about $17 million, which were at Doyle Dane Bernbach, moved to Marschalk Co. in a total reevaluation of the company's marketing efforts.

In addition, Adolph Coors Co. moved its Coors Light to Foote, Cone & Belding from Ted Bates Advertising/New York following a review. The latter kept regular Coors.

The largest change in the food category came as a result of a client conflict, which followed an agency merger. McDonald & Little, which became a unit of Ted Bates Worldwide in 1981, resigned about $13.5 million worth of Ralston Purina Co. children's cereal billings. That was caused by conflict with General Mills' Big G cereals at another Bates subsidiary, Campbell-Mithun.

Ralston's Cookie-Crisp and Dinky Donuts cereals ended up at Don Tennant Co., while Waffelos was awarded to Avrett, Free & Ginsberg.

The country's largest retailer shook things up when it decided to consolidate all its apparel advertising at one agency. NH&S landed

(Continued on Page 38)

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Mil-Mor shop open for (outside) business

By NANCY GIGES

With Virginia's largest commercial bank already signed on, A.H. Robins Co.'s in-house media buying operation, Mil-Mor Advertising, is on the prowl for outside business. It has formed a separate subsidiary, Mil-Mor Media, to service new clients.

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With the parent company's blessing and backing, the 8-year-old Richmond, Va.-based agency—which placed some $32 million worth of advertising last year for Robins' pharmaceuticals, proprietaries and pet care products—is pointing to such strengths as its media research facilities, its financial stability (through Robins) and its reputation for excellence as a spot tv buyer.

Mil-Mor president Carl O'Hallahan said he plans to run the house business and outside businesses separately. Also, the media buying and account service will be completely separate. What Mil-Mor will draw on from the past is its extensive databank.

He also is touting the fact that the shop's buyers personally visit 120 markets around the country twice each year to get to know each market and its media. The media shop is known best for its spot tv planning and buying expertise; of the $32 million placed last year, about $8 million was in print.

Mr. O'Hallahan said outside business must reach $5 million in billings quickly for it to be feasible, "but I personally think we can reach $10 million within three years," he predicted.

He recently hired James E. Collier III, who formerly ran his own ad agency, to develop and run the external business. He hopes to have developed enough business to be able to add another person by early next year.

For 1983, the shop is expecting to increase the amount of business it handled over last year despite the loss of the $10 million Quencher business, which Robins is selling to Chattem Inc. (AA, Feb. 7). He said the number of people at the shop will remain at 13 because "we have been at about capacity."

Mr. O'Hallahan said the idea for seeking outside business has been germinating for a number of years, even before Robins reorganized several years ago. At the time, taking on outside business wasn't feasible because "we were too closely tied to the then Miller-Morton subsidiary," he said.

As part of the reorganization, designed primarily to group Robins' over-the-counter cough/-cold remedies with consumer products rather than prescription drugs, Mil-Mor was spun off as a separate subsidiary from the Robins operating groups. That move put the media-buying operation in a position to offer its services.

When Mr. O'Hallahan made his final proposal last year to Robins' management regarding opening its doors to outside clients, he had already lined up United Virginia Bank. Since then, the agency has implemented media programs for Medical College of Virginia, also in Richmond, and Newport News (Va.) Shipbuilding, producer of nuclear submarines.

All three use Westbrook Inc., also Richmond, for creative. Previously, the bank had used Campbell-Ewald, Atlanta, as agency of record. The medical college is experimenting with its first advertising, and the sub producer is also advertising for the first time.

The bank utilizes all major media research services and some spot-buying methods and services that Mr. O'Hallahan calls unique, such as tracking buys from the time they are made instead of waiting to follow up after they have run.

He sees as prime prospects for his agency's roster regional fast-food chains or auto dealers that may have been making buys separately.

He also pointed out that the shop is approaching creative agencies, which aren't interested in the media aspect and can't pitch large accounts without the media capability. He said he has a Westbrook-style arrangement with another agency, but he is not at liberty to discuss it at this time.

As for conflicts, he said he didn't see much to hinder the shop's growth. "If we still had Quencher, we wouldn't go after a cosmetics account, and I don't think we'd be interested in having Richardson-Vicks [a major Robins competitor] right now," he commented.#

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Account shifts

(Continued from Page 37)

the $30 million piece of Sears, Roebuck & Co. business, its first foot in the door at Sears. Losers were Foote, Cone & Belding, which had women's apparel; Stern Walters/-Earle Ludgin, with children's clothing, and McCann-Erickson, men's apparel. The Sears loss was enough to put McCann in Chicago over the brink; the agency closed the office.

Other interesting changes during the year included Lorillard's True cigarets (and smokeless tobacco), a $20 million account that went to Dancer Fitzgerald Sample from D'Arcy-MacManus & Masius, along with the creative team that launched the "You found it" campaign; E.F. Hutton & Co., which severed its 14-year relationship with Benton & Bowles, which spawned the "When E.F. Hutton talks" campaign, to take advertising in-house; a portion of the AT&T Long Lines account (about $17.5 million), which moved from N W Ayer to McCann-Erickson, and the $16 million Hallmark Cards account, which, after 37-years and a much-ballyhooed review, went from FCB to Young & Rubicam.

A similar examination of account changes has just been completed by J. William Wardell, group senior vp and head of new business at Doyle Dane Bernbach, New York.

Mr. Wardell's study includes only accounts $2 million and above. For 1982, he reported $1.25 billion in business, 160 individual accounts changing hands, compared with $1.3 billion and 194 accounts in 1981. Going back to 1979, Mr. Wardell reported 208 accounts changing that year and 164 accounts switching in 1980.#

Spec presentations

(Continued from Page 3)
spending. That makes agencies more desperate for new clients and more willing to make new-business pitches that may lead to full-fledged shootouts.

Clients with slumping sales also tend to become desperate; they may find fault with existing advertising and seek a fresh campaign by a new agency. In addition, some clients feel that certain advertising styles—such as humorous or soft-sell emotional ads—are inappropriate these days. Hard times demand hard sells, they say. That, too, may trigger a search for a new agency and a shootout.

"Clients have come to view agencies differently in this economy," said an executive from a Midwest agency. "There are competitions at the drop of a hat. Clients are more careful and scared if share goes down. And agencies are pitching accounts they wouldn't ordinarily consider."

He cites as examples J. Walter Thompson USA's Chicago office pitching Evan's Furs, a relatively small Chicago retailer.

Furthermore, advertisers with more than one agency seem to be more willing to initiate a competition among all their agencies for an assignment. A recent example is Kellogg's switching to JWT from Leo Burnett USA for a new cereal, Crispix. Burnett had worked on the business for months, but Kellogg asked Thompson to come up with some speculative advertising, in effect precipitating a shootout.

Most speculative presentations involve more drama than that. Typically, a company discloses that its account is being reviewed, or "up for grabs," and invites a number of agencies—or accedes to their pleas for invitations—to try for the business. After initial meetings on the agency's past work, philosophy, expertise in the market and the like, the advertiser will pare the list of applicants to a handful of finalists who are asked to come up with potential ads.

The sample ads can range from rough storyboards to finished and tested spots, depending on the advertiser. In reviewing its $16 million account, for example, Hallmark required the contenders—37-year incumbent Foote, Cone & Belding, Burnett, O&M and eventual winner Young & Rubicam—to prepare two finished and tested 30-second spots and another in storyboard form with finished music.

Holiday Inns last month completed a painstaking agency hunt that had begun formally last September with visits to 12 agencies by company executives. The search was headed by Christopher C. Browne, senior vp-marketing of Holiday Inns Hotel Group and a veteran of agency reviews (including the move to Thompson by his former employer, Burger King, seven years ago).

He and his staff spent many hours deciding what Holiday Inns wanted in an agency, weeding out the unlikely ones before coming up with the 12 to be visited. The field was pared to five after the visits, during which the client team found "many of the agencies were inappropriate to us," he said.

The five finalists then were sent a list of eight questions, which didn't deal specifically with Holiday Inns but with service industries. Among the questions: What is the best airline advertising and why?

After the responses were received, the selection team visited the agencies again to discuss their answers. In the meantime, the agencies were doing their own research into the lodging industry and the prospective client. "We had people checking in and out of Holiday Inns," said Leo-Arthur Kelmenson, chairman of Kenyon & Eckhardt, New York.

The second visits narrowed the list to two finalists: K&E and Campbell-Ewald of Detroit. Holiday Inns then paid each agency "a significant sum," Mr. Kelmenson said, to produce spec creative based on a marketing strategy developed by the company. The presentations included tv storyboards, music, print ads and radio spots and lasted four to six hours.

"It was really neck and neck," said Mr. Browne. But on Jan. 21, two days after the presentations—and some six months after the search began—Holiday Inns called Mr. Kelmenson and gave him the good news that K&E had won the $15 million account.

Agencies tapped for the dubious honor of being a finalist will go to great lengths, other than by actually creating ads, to impress the potential client. During the Hallmark competition in which the agency he founded was involved, for example, David Ogilvy himself found it convenient to pay a visit to the folks in Kansas City.

In its pursuit of the $10 million *People* account, New York agency Geer, Dubois hired actress Liv Ullman to be the agency receptionist when some important executives of the magazine were due to visit.

"Sales of *People* are greatly influenced by the cover," explained agency chairman Peter Geer. "We thought we would put a famous face on our cover."

It may have helped: Geer, DuBois beat out some much larger competitors and is now running a test campaign in a final faceoff with incumbent Holland & Callaway.

In the hot competition for the Sears corporate merchandising account, the Chicago office of JWT/USA brought in a New York heavyweight, its current chairman and former creative director Burt Manning, to work on the speculative ads. A Sears incumbent, JWT was battling the Chicago offices of Ogilvy & Mather and NH&S (the eventual winner), also Sears incumbents, for the business estimated to be worth $15 million to $40 million in annual billings.

Agency attitudes toward getting involved in speculative presentations vary, but no major agency appears to have a hard policy against doing so. Ogilvy reportedly had such a policy once, but obviously no longer does. Doyle Dane Bernbach says it tries to avoid creative shootouts, but still finds itself participating on occasion.

Regardless of its philosophy on shootouts, an agency often won't participate if it's the incumbent, believing—correctly, according to most agency executives—that its chances are very slim if the client is dissatisfied enough to ask the others. Incumbents weren't involved in most of last year's largest shootouts.

Y&R is probably the major agency most enthusiastic about speculative presentations, no doubt because of a 1981-82 hot streak in which it added $115 million in billings in a 12-month period, much of it by winning shootouts. "The way we approach new business is obviously working," an agency executive exulted after a Y&R delegation led by chairman Ed Ney bagged the Hallmark business.

"They have it down to a fine-tuned approach," a rival agency executive conceded. "And they spend," he added. (Y&R may have been supplanted as the hot new-business shop by NH&S, which has won the Budweiser Light, Sears corporate merchandising and Sears apparel accounts in recent competitions.)

Clients also differ on the need for spec presentations—sometimes within the same corporation. Thus, American Telephone & Telegraph's Long Lines division last year chose McCann-Erickson to handle its account after making it clear that it not only wasn't asking for, but wouldn't look at, speculative creative work.

"We were dealing with completely professional-quality agencies; we simply did not think it was necessary for them to go through a lot of trouble," a Long Lines division spokesman says.

But the same AT&T's new American Bell subsidiary staged one of the year's most intensely fought creative competitions for its account, expected to spend $30 million this year and grow rapidly in coming years.

Robert T. Warstler, director of advertising for American Bell's advanced information systems (AIS) unit, said the decision to ask for speculative presentations was a good one. "It allowed us to choose effectively, intelligently and correctly," he said.

Hallmark also feels "very good" about requiring its finalists to come up with campaigns in about 100 days, said William Johnson, Hallmark director of special projects. "The creative was a very important part of the assignment to us," he says. "We wanted advertising that would make our business grow and we wanted great advertising."

Mr. Johnson said Hallmark couldn't judge the agencies the way most agencies say they want to be judged—on their reputation and past work. "Work for others wouldn't show an understanding of our business, of our objectives, of our relationship with retailers and the general public," he said. "Greeting cards aren't sold like soap or beer. The agency's ability to understand the industry and our corporation was reflected in those [speculative] commercials."

Agencies complain, however, that they cannot come up with their best work for a client in just a few weeks or months; good advertising comes only as the end result of having intimate knowledge of both the client and the business, they say.

"You're missing any kind of relationship with the client where you can trade back and forth," said Brian Sherwood, senior vp-group account supervisor at Geer, DuBois. "It's a feeling-the-leg-of-the-elephant kind of thing."

Robert Prentice, a veteran advertising and marketing consultant who has been involved in many agency searches, noted another serious problem caused by speculative presentations: They consume large amounts of agency time and talent. In its unsuccessful bid for American Bell, for example, Campbell-Ewald reportedly had 50 people working fulltime on the project, with another 150 pitching in occasionally.

"I think it is unfair to the agency's other clients," Mr. Prentice said. "Obviously, it is going to take away the time of people to a greater degree than if they were just going to make a presentation" involving no new creative work.

"If you let yourself get caught in the speculative presentation rat race long enough, you spend all your time on prospective business," said Mr. Gerfen of Mathieu, Gerfen & Bresner. "That eventually hurts your present clients."

For all their protestations, agencies sometimes prepare speculative creative even if it isn't requested. And when they don't, they often wonder if any of the other entrants will.

For example, when RC Cola Co. executives went hunting for a new agency recently, they not only said they weren't interested in creative presentations but would walk out if any agency showed up with speculative work. Nonetheless, just before the last round of meetings, one of the competing agencies called Mr. Prentice, the consultant on the search, wanting to know if RC *really* wouldn't look at any proposed ads. The agency said it was afraid that if it complied and the other entrants didn't, it might lose out. Mr. Prentice assured it that the client was serious. (Dancer Fitzgerald Sample eventually won the account.)

Speculative creative work can cost a lot of money, and most of it comes out of agency pockets. Even though, according to Harry Paster, executive director of the American Assn. of Advertising Agencies, more clients seem to be paying at least something to cover agencies' costs in shootouts than did so several years ago, agencies say the reimbursements still don't cover the outlays. "A lot of people pay you money, but you always spend more," said Marvin Sloves, chairman of Scali, McCabe, Sloves.

Geer, DuBois says it was in a pitch last year in which the prospective client paid the agency 1/25 of what it actually spent. Even the $100,000 Hallmark paid each of its four finalists fell far short of the costs incurred, according to the agencies.

More recently, the combined spending of the agencies in the Sears corporate merhandising shootout, who produced big-production commercials using expensive music houses, was almost $1 million, according to a source close to that competition. The agencies doubt that they will be adequately reimbursed, if at all, he said. Sears won't comment.

For smaller agencies in particular, speculative presentations present a real Catch-22. They need new business, but the current economy makes them less able to afford the shootouts that might bring in that business. And in any economy, they can hardly match the lavish spending of some of their big competitors.

Mr. Prentice, the consultant, believes some shops are actually unhappy when they *can't* make creative pitches. "They complain about it, but the reason they do it is they do not know how else to present their qualifications. While they are getting better, an awful lot of them just don't know how to present adequately. But then again, that is tempered by the fact that they know a lot of advertisers don't know how to judge an agency other than by looking at the copy they prepare."#

This story is based on reporting by AA staffers Christy Marshall, Nancy Millman, Sarah Stiansen and Joseph M. Winski. It was written by Mr. Winski.

Major 1982 creative shootouts

Account	Annual billings (Estimated)	Winner	Other finalists
Budweiser Light	$35 million	NH&S/USA	D'Arcy-MacManus & Masius
American Bell	$30 million	Ogilvy & Mather	N W Ayer Ketchum Communications Campbell-Ewald
Sears apparel	$30 million	NH&S/USA	Leo Burnett USA N W Ayer Tatham-Laird & Kudner
7UP	$30 million	N W Ayer*	Backer & Spielvogel
Taco Bell	$20 million	Tracy-Locke/BBDO	Foote, Cone & Belding/Honig Ogilvy & Mather Doyle Dane Bernbach
Sears Merchandising Group	$15-$40 million	NH&S/USA	J. Walter Thompson USA Ogilvy & Mather
Renault Alliance	$20 million	Grey Advertising	Compton Advertising
Schlitz/Schlitz Light/Erlanger	$20 million	MCA Advertising	Benton & Bowles BBDO
Hallmark	$16 million	Young & Rubicam	Ogilvy & Mather Foote, Cone & Belding* Leo Burnett USA
Coors Light	$16 million	Foote, Cone & Belding	Ted Bates Advertising
General Motors corporate	$15 million	N W Ayer	D'Arcy-MacManus & Masius*
Avis Rent A Car	$10 million	McCaffrey & McCall	Ted Bates Advertising Grey Advertising

**Incumbent*

Source: Advertising Age, *various agencies and advertisers*

Monopoly

(Continued from Page 3)

trademark, San Francisco State University economics professor Ralph Anspach, is unimpressed by suggestions that his challenge to Parker Brothers has opened a hole in the trademark laws. President of tiny Anti-Monopoly, Berkeley, he has spent the last nine years in court fighting Parker Brothers for the right to market his company's two games, Anti-Monopoly and Anti-Monopoly II.

"We had no interest, then or now, in canceling their trademark," said Mr. Anspach, 56, last week, calling his case a "saga." (A book is in the works, he added.) But, he said, Parker Brothers gave him no choice when they threatened infringement actions and rejected compromise brand names such as Anti-Monopolist or Anti-Monopolism.

"This is a very specific case involving a particular product, a company that never advertised its quality, and which got caught in an abuse of the trademark law," he said. "The sky hasn't fallen in."

What concerned trademark observers contacted last week is the San Francisco court's position that trademark protection can be extended to a brand only so long as its "primary significance" is to identify the producer, not the product.

In the "Monopoly" case, the court ruled that the trademark had become generic because a majority of recent and future buyers of the game, questioned in a controversial "motivation" survey commissioned by Mr. Anspach, said they bought the game because they were interested in it and didn't "much care who makes it."

The San Francisco court said the evidence showed that General Mills and Parker Brothers "very successfully promoted the game of Monopoly, but that in doing it they promoted 'Monopoly' as the 'name of the game,' that it became generic in the sense that we use that term in trademark law."

The court said its opinion didn't foreclose trademark protection for the name of a game that does not "embody the corporate name of its producer," but it insisted that "source indication" be the primary purpose of a trademark even when it is made by only one company.

"That doesn't say anything about whether the public perceives the names to be generic or a trademark," said Quentin Riegel, assistant general counsel for the National Assn. of Manufacturers.

"I try to be an optimist," he said, "and think that people will try to market products on their own merits."

Parker Brothers, in an unsuccessful bid to discredit the motivation survey, had submitted to the court of appeals a survey focusing on Procter & Gamble's Tide, which showed that a majority of surveyed consumers bought the brand because they liked the detergent and not because they liked Procter & Gamble products. The San Francisco court said detergents are a "very different subject," and that it's uncertain whether the tests in the Monopoly case could be "mechanically extended." But under certain circumstances, it said, P&G "might have cause for alarm."

With the battle lost, General Mills and Parker Brothers refrained last week from fresh warnings of a dire future for trademark holders. Parker Brothers' official reaction on the outcome of the marathon struggle was a brief three paragraphs, noting its continued belief in the validity of the Monopoly trademark and asserting that the U.S. court action "has no effect on the validity of the 'Monopoly' trademark registrations in foreign countries."#

Diet Coke gains

(Continued from Page 4)

steady at 11.8%, enabling it to move up to No. 2 in the group.

Also falling sharply was Atari, down 5.6 points to 20.6% in home electronics. Atari remained the category leader by a big margin, however, over No. 2 Intellivision (4.6%) and No. 3 Apple (4.2%).

A number of other advertisers recorded statistically significant changes from December last month. Folger's strengthened its No. 1 spot in coffee & tea with a 3.8 point increase to 20%. Tylenol, No. 1 in medicine & drug awareness, continued to bounce back from a self-imposed halt in advertising following last summer's poisoning deaths; it recorded its third straight month of significant gains with a 3.8 point rise to 35%, its highest ad-Watch score yet.

And Bright, a new cigaret from R.J. Reynolds Industries, leaped from zero mentions in December to 3.3% in January, which was good for No. 3 behind Marlboro and Winston in tobacco products.

New categories: AdWatch last month refined its questioning on food advertising, introducing three new categories: Canned foods, frozen foods and snack foods.

In canned foods the top three in ad awareness were Campbell's, 11.4%; Del Monte, 7%, and Green Giant, 3.3%. The frozen foods leaders were General Foods' Birds Eye, 9.1%; Stouffer's, 5.3%, and Swanson (a Campbell Soup Co. brand), 4.4%.

PepsiCo's Frito-Lay division was the big winner in snack foods, snaring all three spots. No. 1 was Doritos chips, with a score of 3.4%, followed by Frito-Lay/Frito's with 2.5% and Lay's potato chips, with 2.2% of the responses.#

For more information, contact Gary Gabelhouse, SRI Research Center Inc., 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

High Court to rule on art use of money

WASHINGTON—The Supreme Court will decide whether the Secret Service can force Time Inc. to stop using pictures of money as editorial art in its magazines. Though reproductions of money as advertising art are not directly at issue in the case, related Secret Service rules bar that practice as well.

A lower court already has ruled in Time's favor.

In another First Amendment case, the court last week also agreed to decide whether local governments can ban political advertising from public property. The Los Angeles ordinance involved in the case was struck down by the U.S. circuit court of appeals in San Francisco last year.#

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